65

BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
FEBRUARY 1, 1936

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
FEB 4 1936
LIBRARY

NOT *two-timers*

We *sell* time. Everybody knows that. Not everybody knows that our time sold is 45% ahead of last year*. Sold to advertisers who agree that WOR sells the *correct* time for reaching the country's wealthiest market. **BUT** we *give* time. On the hour every hour a relentless "beep" announces to our part of the world that the Naval Observatory has consigned another sixty minutes to eternity. Our files guard scores of letters from yachtsmen, ships' officers, amateur chronometrists—not to mention overclocked housewives—thanking us for the most accurate and dependable time service on the air. Just another straw in the wind . . .

*figure given is for December 1935, as compared with December 1934

WOR

Special News Flash

TO 129 THESAURUS SUBSCRIBERS*

Thesaurus Subscribers will Receive Special Washington's Birthday Program Free

Ideal for Holiday Sustaining Feature or for Local Sponsorship

Thesaurus declares *still another* real dividend!

A complete dramatic half hour presentation of the life of George Washington will be sent to all NBC Thesaurus subscribers for use on February 22nd.

This special gift feature is ideal for local sponsorship, or for a sustaining show. Painting a character portrait of this great man, it is bound to attract and interest the attention of a large local audience.

This is simply another example of the service we render to NBC Thesaurus subscribers.

**129 Thesaurus subscribers to date . . . and still increasing!*

Famous Buccaneers Octet Added to List of Thesaurus Artists

Favorites of Stage, Screen and Radio Offer Special Arrangements for Thesaurus Audiences

For the first time, NBC Thesaurus presents the world-famous Buccaneers . . . one of the finest musical organizations in radio broadcasting. Tops among singing groups, the Buccaneers add even more prestige to the fine list of artists available to Thesaurus subscribers.

The Buccaneers were featured with Burns and Allen, Ferde Grofe and others, for many weeks. They have headlined theatre programs and have starred at famous New York night clubs. All in all, they have the reputation and the ability as entertainers which we are proud to offer our Thesaurus subscribers.

The Buccaneers make an effective program alone or they can greatly add to a variety show built from a group of other Thesaurus artists. They are certain to win local popularity, and help to increase the prestige of your station.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

ELECTRICAL TRANSCRIPTION SERVICE • 30 ROCKEFELLER PLAZA, NEW YORK • MERCHANDISE MART, CHICAGO

At last, a scientifically accurate survey!
METERED AUDIENCES

Here are the results of the first precision survey ever made by mechanically recording the stations dialed and the listening time for each program. The percentages given below are for the first five weeks of a ten-week survey of Boston stations which started Sunday, November 7, 1935. Results of the complete survey will be published later.

Boston Station Popularity Percentages Broken Down into Hour Periods

	WNAC	WAAB	1st N. B. C. OUTLET	2nd N. B. C. OUTLET	1st LOCAL STATION	2nd LOCAL STATION	3rd LOCAL STATION	4th LOCAL STATION	OUTSIDE STATIONS	TOTAL
7— 8 A.M.	35.8%	5.8%	31.1%	17.1%	7.6%	*	2.2%	*	.4%	100%
8— 9 A.M.	29.1%	16.8%	22.5%	15.3%	5.4%	4.9%	5.1%	.1%	.8%	100%
9—10 A.M.	26.1%	10.0%	24.2%	13.5%	11.4%	5.0%	9.0%	.1%	.7%	100%
10—11 A.M.	26.2%	13.8%	22.5%	12.8%	8.0%	6.4%	7.0%	1.1%	2.2%	100%
11—12 Noon	26.1%	13.1%	22.2%	12.7%	9.5%	6.0%	7.4%	1.1%	1.9%	100%
12— 1 P. M.	26.7%	10.8%	18.3%	14.1%	14.1%	3.8%	9.1%	1.5%	1.6%	100%
1— 2 P. M.	31.9%	14.8%	14.8%	11.2%	11.2%	6.6%	6.7%	1.5%	1.3%	100%
2— 3 P. M.	24.2%	15.3%	15.9%	18.8%	9.8%	6.3%	6.5%	1.0%	2.2%	100%
3— 4 P. M.	22.0%	19.6%	14.0%	22.4%	6.2%	7.0%	5.6%	1.2%	2.0%	100%
4— 5 P. M.	27.3%	18.3%	18.2%	16.4%	9.6%	5.6%	2.4%	.7%	1.5%	100%
5— 6 P. M.	30.2%	17.1%	15.7%	17.3%	11.2%	5.3%	*	*	3.2%	100%
6— 7 P. M.	29.6%	17.9%	24.0%	16.1%	7.0%	3.0%	*	*	2.4%	100%
7— 8 P. M.	32.6%	10.5%	30.5%	19.9%	*	2.1%	*	*	4.4%	100%
8— 9 P. M.	23.2%	7.0%	37.0%	26.6%	*	1.9%	*	*	4.3%	100%
9—10 P. M.	29.0%	8.0%	24.5%	33.0%	*	1.7%	*	*	3.8%	100%
10—11 P. M.	32.1%	15.3%	14.1%	29.6%	*	3.2%	*	*	5.7%	100%
11—12 P. M.	28.9%	22.6%	18.2%	19.3%	*	2.8%	*	*	8.2%	100%
12— 1 A.M.	57.3%	*	17.5%	10.3%	*	*	*	*	14.9%	100%
ALL DAY AVERAGE	28.5%	13.2%	22.8%	20.7%	5.0%	3.8%	2.3%	.4%	3.3%	100%

*Station not on the air.

Write for our booklet "The New and Most Accurate Survey Method for Determining Listener Interest in Programs," giving complete details and cost. Every agency and advertiser should have this booklet in order to plan radio campaigns intelligently, whether they are for Greater Boston or for the nation.

THE YANKEE NETWORK, INC. EDWARD PETRY & CO., INC. Exclusive National Sales Representatives

Just as in August, 1920, WWJ pioneered regular daily broadcasting, so it pioneers in the latest field of radio activity.

Atop the Penobscot tower, highest Detroit building, WWJ has erected the first ultra high frequency station in Michigan—one of the few in America.

Already fans are building sets to tune W8XWJ—the official designation for WWJ's offspring just as they did in 1920 when the parent came on the air.

These facts are of interest to advertisers because they indicate how WWJ stands in the Detroit market—America's fourth. We repeat, WWJ is Detroit's own radio station, listened to by more of the homes of the city than any other.

National Representatives: GREIG, BLAIR & SPIGHT, Inc.
New York *Chicago* *San Francisco* *Los Angeles*

WWJ 920 KC — W8XWJ 31600 KC

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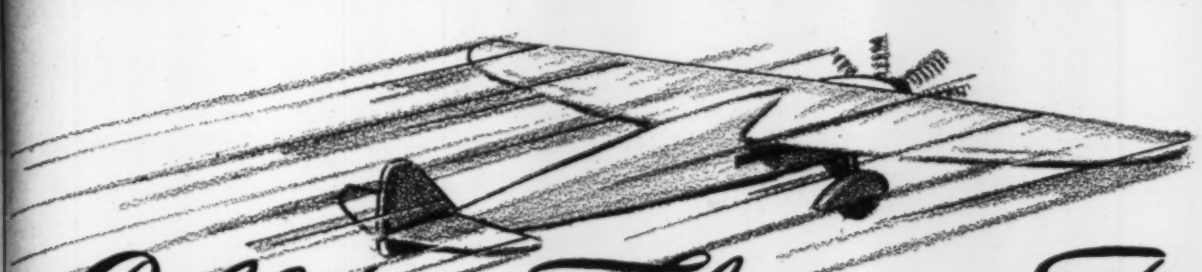


Off to a Flying Start!

THE VIRGINIA BROADCASTING SYSTEM

Signs Old Gold!

CIGARETTES

2 HOURS WEEKLY (All University of Virginia Sports)

as the first client of its 5-station hook-up

THE Virginia Broadcasting System . . . a group of five progressive stations . . . selected . . . regional . . . popular . . . reaching more than 3,000,000 population of the State of Virginia and contiguous North Carolina.

One concentrated market, blanketed by the Virginia Broadcasting System! Individually these stations lay down a popular and effective mantle of entertainment, striking directly at the center of the five densities of population which comprise Virginia.

Collectively the Virginia Broadcasting System is the most comprehensive and effective sales medium purchasable in a market of proved steady income, assured wealth, and spendability.

Affiliates:

Charlottesville	WCHV
Danville	WBTM
Lynchburg	WLVA
Newport News—Norfolk . . .	WGH
Petersburg—Richmond	WPHR

The VIRGINIA BROADCASTING SYSTEM

Headquarters — WCHV, Charlottesville, Va.

REPRESENTATIVES

AERIAL PUBLICIZING, INC.
30 Rockefeller Plaza New York City

SPANGLER & BEERY
1319 F St., N. W. Washington, D. C.

XUM

It seems EASY to us!

FIGURED conservatively, we estimate that Cliff Sleininger's ancestors have caused us the loss of 17,243 working hours by dubbing themselves "Sleininger" instead of "Jones".

Sleininger, it seems, is a provocative and devastating name. Telephone operators especially, and others of both high and low estate, derive a sadistic pleasure in its mutilation.

But it's all very simple. *Slei* as in "Sly", *ning* as in "ning", *ger* as in "Gertie". (The name "Free", our spies inform us, is rarely troublesome even to advertising men.)

Anyway . . . now that you know how to pronounce it, how about giving us a ring? Miss Constantinappapolis, will you get Free & *Sly*-ning-ger on the phone, please?

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8460	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO	(NBC)	Des Moines	KFAB	(CBS)	Lincoln-Omaha
WGR-WKBW	(CBS)	Buffalo	WAVE	(NBC)	Louisville
WIND-Gary — WJJD-Chicago			WTCN		Minneapolis-St. Paul
WHK	(CBS)	Cleveland	KOIL	(NBC)	Omaha
KMBC	(CBS)	Kansas City			

KSD	(NBC)	St. Louis
KFWB		Los Angeles
KOIN	(CBS)	Portland
KOL	(CBS)	Seattle
KVI	(CBS)	Tacoma

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 3 WASHINGTON, D. C., FEBRUARY 1, 1936 $3.00 A YEAR—15c A COPY

Transcription Rule Liberalized By FCC

Spot Business Given Impetus as Multiple Announcements Are No Longer Required; Records Placed on Same Basis

Mr. Deutsch

SPOT broadcasting, for many months restrained by rigid Federal regulation governing announcements of transcriptions, received renewed impetus Jan. 28 when the FCC Broadcast Division adopted a new announcement rule liberalizing in many respects the provision in force for four years.

Granting in part the petition of the World Broadcasting System Inc., which had battled since October, 1934, for the revised regulation, the FCC adopted a rule (No. 176) which eliminates multiple announcements in 15-minute transcribed programs. The new regulation becomes effective immediately.

Announcements of phonograph records, heretofore required immediately preceding each rendition, also are placed in the same category with transcriptions in that the announcement is required only at 15-minute intervals. The new rule, however, specifies that there must be clear differentiation between electrical transcriptions and phonograph records. The identifying words, states the new rule, "shall accurately describe the type of mechanical reproduction used."

Transcription producers have contended that narrow interpretations of the former transcription rule placed a severe burden upon the transcribed program for commercial usage. With all ambiguous provisions cleared and with a definite rule prescribing announcements only at 15-minute intervals, it is expected that numerous accounts which have shyed clear of transcriptions now will utilize spot broadcasting.

Aid to Libraries

GREATEST difficulty has been experienced since the introduction of so-called transcription libraries, inaugurated by WBS two years ago. Under interpretations of the former rule by the FCC lawyers, each individual selection, if on separate discs, required a separate announcement, resulting in "breaking in" on programs at intervals of two or three minutes. The new rule published on this page eliminates that requirement in clear-cut language.

In brief, the new regulation specifies that a mechanical reproduction, or a series of them, of longer duration than 15 minutes, shall be identified appropriately at the beginning of the program, at each 15-minute interval, and at the conclusion. Excluded from this requirement, however are mechanical reproductions consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than 15-minutes.

A transcription running longer than five minutes and not in excess of 15 minutes must be identified at the beginning and end of the program. The former regulation required an announcement only at the beginning.

A single mechanical reproduction running not longer than five minutes must be identified only at the beginning. In cases where transcriptions are used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

The latter provision also represents a liberalization of the old rule. Of particular significance is the proviso that no announcement of the transcription is required in cases where the transcribed program serves to identify the sponsorship of the program proper. That is designed to cover local-dealer or distributor tie-ins at station breaks, such as are frequently used by automobile manufacturers.

Rejected Dropping Whole

IN CONSIDERING the amended regulation, the Broadcast Division went deeply into the advisability of dropping altogether the requirement of the transcription announcement for one-minute programs. It was finally decided, however, that they would have to be announced as such prior to the rendition.

That phase of the new rule which waives the announcement at 15-minute intervals in cases of programs consisting of a single, continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than a quarter-hour, creates an anomolous situation. This provision conflicts with the station identification rule (175) now in force, which specifies that call letter announcements be made at half-hour intervals, except where they would interrupt a "single consecutive speech".

In this connection, it is understood that the Broadcast Division intends to revise the call letter requirement so that the language covering waiving of announcements will be identical with that in the new transcription rule, and include plays, symphonies, operatic productions, and concerts, along with speeches, thus making them consistent.

The WBS petition was filed by Percy L. Deutsch, WBS president, through Attorneys Paul M. Segal and George S. Smith, on Oct. 17, 1934, after numerous stations using the WBS library service had been cited by FCC inspectors for alleged infringement of the announcement requirements.

The petition sought simply to have the old rule clarified to cover announcements of library service transcriptions made exclusively for broadcast purposes. The American Federation of Musicians filed a memorandum in opposition to the request, citing the issue of "canned music" versus "live talent" and made contentions of unemployment among musicians.

A hearing on the petition was held June 20, 1935, before the FCC Broadcast Division with more than a score of parties represented. The WBS contention was supported by the NAB and by Standard Radio Inc., Los Angeles, which also has a transcription library service, and by numerous independent stations. Opposition came from the Musicians Federation and others, with the networks opposing elimination of the announcement altogether. Local broadcasting stations asked for 15-minute interval announcements covering phonograph records if the transcription library provisions were liberalized.

FCC inspectors have found extreme difficulty in enforcing the mechanical reproduction rule in the past, notably with respect to phonograph records. It has been said that there have been more violations of this rule than perhaps any other on the books. This has been attributed primarily to the ambiguous provisions of the order, which the new rule is believed to clarify in its entirety.

Grounds for Decision

COINCIDENT with its action, the Broadcast Division made available a statement covering its grounds for the new order. This went into the history of the mechanical reproduction announcement situation in detail, with particular reference to the WBS petition. It concluded with the announcement that the WBS petition is granted "insofar

(*Continued on page 58*)

New Mechanical Reproduction Rule

176. EACH broadcast program consisting of a mechanical reproduction, or a series of mechanical reproductions, shall be announced in the manner and to the extent set out below:

1. A mechanical reproduction, or a series thereof, of longer duration than 15 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 15 minute interval, and at the conclusion of the program; provided however, that the identifying announcement at each 15-minute interval is waived in case of a mechanical reproduction consisting of a single, continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than 15 minutes;

2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of 15 minutes, shall be identified by an appropriate announcement at the beginning and end of the program;

3. A single mechanical reproduction of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;

4. In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a record", "a recording", "a recorded program", "a mechanical reproduction", "a transcription", "an electrical transcription", will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e. where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

Widespread Support for Radio In Political Broadcast Fracas

Controversy Flares Anew as GOP Dramatic Series Is Rejected by Networks But Accepted by WGN

"STATION GOP", as one metropolitan newspaper styled it, sounded off in loud and sometimes bitter fashion during the last month, but public sentiment and editorial comment, except where intense partisanship entered, seemed overwhelmingly to favor radio's side in the twofold controversy aroused over the refusal of the major networks to carry political programs on a sponsorship basis before the Republican and Democratic national nominating conventions next summer.

Chairman Fletcher of the Republican National Committee had no sooner emerged from his tussle with the chains over their policy of differentiating between President Roosevelt as President and Mr. Roosevelt as a potential candidate for reelection, than his radio division chief, Thomas G. Sabin, formerly of WBZ-WBZA, Boston-Springfield, hauled out the manuscripts of Henry Fisk Carlton's dramatic sketches *Liberty at the Crossroads* and sought to buy commercial time over both NBC and CBS. Both networks auditioned the sketches, and then declined to carry them in furtherance of their policy of alloting as much time as possible to party spokesmen on a sustaining basis but not carrying partisan programs on a commercial basis until after the conventions.

Position of Networks

PRESIDENT LOHR of NBC informed Fletcher that "to accept such dramatic programs as you have offered would place the discussion of vital political and national issues on the basis of dramatic license rather than upon a basis of responsibly stated fact or opinion." President Paley of CBS asserted that "appeals to the electorate should be intellectual and not based on emotion, passion or prejudice."

Thereupon the storm broke anew, with the pros and cons of the situation commanding hundreds of columns of news carried to all parts of the country on press association wires and with local stories and editorial comment running into millions of words—all again giving radio the recognition it deserves as No. 1 political campaigning medium. Some of the stories took a satirical vein, especially after the first two sketches had been heard over WGN, *Chicago Tribune* station, which accepted them on a commercial basis under local Republican sponsorship.

The *New York Times* and the Scripps-Howard newspapers, among others, reprinted excerpts of the initial skit of the series, which Mr. Sabin said was being placed on WGN as a test of the listener-interest they could command preliminary to possible placement on transcriptions on other independent stations later. Heywood Broun commented: "I hope *Liberty at the Crossroads* goes on the air again and next time over a network. All Democrats, Progressives and Radicals should join me in that wish, because it turns out that Mr. Fletcher's first campaign show is a sort of Republican 'Shoot the Works' and that is putting it mildly. The Democrats, who have been having a tough time lately, can afford to laugh at last. Their attitude toward their adversaries ought to be, 'Just give them enough radio—' ".

WGN, which formerly had a policy of placing all politics on a sustaining basis, carried the first sketch from a transcription, the second via land line from New York. The first took a young couple to a marriage license bureau where they were deterred from carrying out their plans when the clerk painted a startling picture of the high cost of living under the tax and other burdens of the present day. The remaining skits involve country storekeepers "spending their way to prosperity," Mr. and Mrs. Average Citizen and Andy the Butcher, who satirizes the AAA, among other angles.

The fact that WGN accepted the test series does not necessarily bind Mutual Broadcasting System, it was indicated. Although WOR on Feb. 2 will begin to carry a sponsored series of Sunday Republican talks, A. J. McCosker, WOR president and chairman of MBS, asserted that *Liberty at the Crossroads* has not been definitely offered but that "WOR will not broadcast them if they are political dramatizations." Mr. McCosker set at rest press reports that the Republicans would "go to the country" via MBS by making this statement. "The acceptance by us of National Republican Council commercials does not obligate the MBS," he added.

What the policies of individual stations will be in the pre-convention campaign remained to be seen if and when the *Liberty* sketches are offered on a spot commercial basis. John Shepard, president of Yankee Network, as-

(*Continued on page 16*)

Fitzpatrick in St. Louis Post-Dispatch
First Skirmish

ELWOOD DIRECTING GOP RADIO IN EAST

Mr. Elwood

THE RADIO division of the Republican National Committee headed by Thomas Sabin, has announced the appointment of John Elwood, former NBC vice president and a nephew of Owen D. Young, as Eastern program manager. Keith McLeod has also been added to the New York staff and he will be in charge of radio production. Mr. McLeod was recently with Alsop Radio Recordings Inc. and before that in charge of programs for WFIL. Mr. Sabin stated that in the near future he would appoint the manager of the Western division in Chicago.

The radio division, declared Mr. Sabin, will continue to broadcast *Liberty at the Crossroads* as a live program over WGN for the next few weeks. The radio division is studying the response being received from its five-week test series. The first program brought in 2,000 comments from 30 states. Ninety per cent of this mail endorsed the program, Mr. Sabin said.

As a result of the networks refusal to carry any sponsored political programs prior to the National Conventions, Mr. Sabin said: "We have received a large number of offers from radio stations to take our programs, and they stated that they set their own policies and no one had the authority to speak for them." Stations and their representatives offered their facilities to the Republican Committee, Texas Quality Group being one of the regional networks making such an offer, he said. Whether the division had any plans to use any of these offers or to build up an independent network to carry its programs, Mr. Sabin declined to say, but it was indicated the Republicans plan to buy time for their pre-convention campaign.

NOW operated by the local First Congregational Church, KRE, Berkeley, Cal., has applied to the FCC for an assignment of license to Central California Broadcasters Inc., which would operate the station commercially.

Gregg in Denver Post
Getting the Gong

Quinn in Milwaukee Journal
Another Act Gets the Gong

Cassel in Brooklyn Eagle
Liberty at the Crossroads

Talburt in Indianapolis Times
This Isn't an Amateur Hour

NAB Board Called in Copyright Tangle

Intringement Suits Are Filed by Warner Bros. Against Networks and Stations; Networks and NAB Still Apart

By SOL TAISHOFF

APPARENTLY as far away as ever from a solution of the tumultuous copyright problem, a special meeting of the NAB board of directors has been called Feb. 3 at The Palmer House, Chicago. The call, issued Jan. 24 by James W. Baldwin, NAB managing director, came after more than a dozen infringement suits against the major networks and independent stations in New York and Philadelphia, had been filed by the Warner Bros. publishing houses, each seeking maximum damages of $5,000 for each alleged infringement.

In announcing the board meeting —the third since the copyright crisis developed last fall — Mr. Baldwin said he would submit a detailed report on developments since the last emergency meeting in New York in December. He then will seek "instructions" on future procedure, since he is of the opinion that developments warrant a new appraisal by the NAB's board of 19 members.

Diversity of Viewpoints

THE MEETING is certain to be hot for there has developed a sharp cleavage in the viewpoints of the nationwide networks and of Mr. Baldwin, acting for the NAB, on copyright procedure. Since the year ended the networks have not performed the Warner houses' music, using the remaining ASCAP repertory as well as several small independent catalogs. On the other hand some 240 stations individually have signed Warner contracts for a temporary three-month period which ends March 31.

Among independently-owned stations there has developed a deep resentment over the arbitrary action of ASCAP, taken without advance notice on Jan. 10 and 11, notifying them of the termination of the temporary extensions previously given all stations on a blanket basis and demanding five-year extensions as of Jan. 15. For ASCAP's Warner-less repertory stations were forced to pay the same amounts in royalties and sustaining fees that they had paid the preceding year when the Warner music was included in the ASCAP pool.

Any move for a special membership meeting of the NAB, which would be in the nature of an extraordinary convention of broadcasters, probably will be delayed until determination by the Chicago board meeting. Mr. Baldwin had asserted that the plan for a special meeting of all NAB members, unprecedented in radio annals, is under contemplation. There has been considerable sentiment supporting it. It could be called only by a vote of the board or upon petition of one-third of the NAB membership, which would mean the signatures of some 130 member stations.

In support of a general membership meeting, Ed Craney, manager of KGIR, Butte, Mont., a leader among the "independent" broadcasters, wrote all NAB members suggesting that such a meeting be called by vote of one-third of the NAB membership. Advocating enactment of a law which would end the copyright controversy once and for all time, he declared "this is an emergency—if broadcasting in the United States is to be carried on by representative citizens from every one of these states, it is time Congress acted."

Mr. Craney praised the work of Managing Director Baldwin declaring that "indications are that independent stations will not be sold down the river". He added that it was necessary for stations to "dig in and do the job we should have done long age."

ASCAP Signs 558

ASCAP, according to E. C. Mills, general manager, on Jan. 28 had five-year license renewals from 558 stations. He declared that there were "no substantial stations" which had not renewed or which had not signified their intentions of so doing, pending clearing up of certain technicalities.

Of great importance was Mr. Mills' asertion that no additional "newspaper" contracts would be issued. Those in force prior to the Warner withdrawal, he asserted, are being renewed but no others will be written. The newspaper contract differs from the regular 5% of gross, plus sustaining fee, in that stations pay only on programs using music, with the guarantee that the revenue will be four times their original sustaining fee mutually agreed upon.

Meanwhile, reports were widespread that there would be a sweeping reorganization of ASCAP and that Mr. Mills probably would relinquish his post. To this Mr. Mills said: "So far as I know there is no prospect whatever of my leaving ASCAP." Election of ASCAP directors, Mr. Mills declared, has been deferred from January to April.

ASCAP Torn With Strife

IT IS QUITE apparent that turmoil exists in ASCAP ranks. Its publisher members obviously are watching closely the activities of the Warner houses. Should they derive from their independent operations revenues substantially in excess of the $342,000 they received through ASCAP, as well as a like amount for their composers, then rather drastic things may be expected.

Mr. Mills from Nov. 1929, until March, 1932, was the president of Radio Music Inc., a music subsidiary created by NBC, but which subsequently was dissolved after having failed to accomplish its purpose. Prior to that time Mr. Mills was ASCAP general manager and he returned to that post afterward.

Despite the ASCAP extensions and of the Warner independent status, there is still the view that the next six months will see far-reaching changes in the entire music copyright picture. Should there be a reorganization or dissolution of ASCAP as such, it is more than likely that Mr. Mills, as the key figure in the radio music situation, will become prominently identified with an independent music pool if one is created either by radio interests or by certain of the music groups.

The long-anticipated litigation over the ASCAP-Warner split developed on Jan. 17, but not with the fury that had been indicated. The pending infringement suits by the Warner houses, localized in the New York-Philadelphia, are still regarded merely as the opening gun. In them, however, the networks see the opportunity of clarifying the most significant of the legal issues that has developed. It goes into the contention of ASCAP that, in spite of the Warner withdrawal, the Society still has the right to license for public performance a substantial portion of the Warner catalogs by its contractual relationship with composers publishing through Warner houses.

There are rumblings of all sorts of suits for legal redress. For example, it is reported that Warner already has drafted suits against the networks which will allege restraint of trade on the ground that the networks have urged their advertisers and advertising agencies to avoid the use of Warner music. Legal authorities were reticent about commenting on this, although they admitted that such a test case might be countenanced by the Federal courts.

Meanwhile the networks and some 300 independent stations were operating without Warner music and, aside from the suits alleging infringement of Warner numbers, claimed they felt no deterioration in their musical offerings. Warner music, it was pointed out, had a peak value to them on Dec. 31, when the split developed. Since then, however, it is asserted the burden has become less and less severe, and possibly in a short time will become a relatively unimportant matter.

Method of Payment

THE MAJOR difference between the nationwide networks and Mr. Baldwin's group of NAB independents has been that of method of paying for copyrighted music. At present, it is argued, both the networks and the independents have lost, since the former are doing without Warner music yet are paying the same price as heretofore while the independents are paying ASCAP the same as before and are forced to pay Warner the equivalent of four times their highest quarter-hour rate (in most instances) for the 25 to 40% of the former ASCAP catalog for which they claim exclusive licensing rights.

In 1935 the ASCAP income from radio was approximately $3,000,000. As things exist at present their income will be about the same while Warner will collect an unestimated amount over and above that sum from independents. Warner's stand, as expressed repeatedly by Herman Starr, vice president of the motion picture firm, has been that the networks must pay their proportionate share

(*Continued on page 56*)

Warner Bros. Contracts On a Three-Month Basis Signed by 213 Stations

FOLLOWING is a list of 213 stations which, up to Jan. 27, had Warner Bros. contracts for the right to perform their music for the three-month period ending March 31. In the case of full-time stations the contracts call for payment of four times the highest quarter-hour rate per month. Part-time, limited-time and daytime stations are being given proportionally lower rates, while small stations doing business below a specified minimum, pay only twice their highest quarter-hour rate. All told, it is reported that 240 stations have actually signified their intentions of negotiating the contracts, but the following list only was made public by Warner:

KAST, KBTM, KDFN, KDLR, KDON, KDYL, KFAB, KFAC, KFBB, KFDM, KFJB, KFJI, KFJR, KFJZ, KFNF, KFOR, KFOX, KFPW, KFSD, KFVS, KFWB, KFXD, KFXM, KFXR, KGBX, KGBZ, KGCW, KGEK, KGEZ, KGFI, KGFJ, KGFK.

KGFW, KGGC, KGHL, KGNC, KHSL, KIDO, KIEM, KIEV, KIUJ, KIWL, KIWP, KJBS, WLS, KLZ, KMA, KMAC, KMBC, KMLB, KMMJ, KMPC, KNOW, KNX, KOIL, KONO, KORE, KPLC, KQW, KRE, KREG, KRGV, KRKD, KRLD, KRMD, KRNR, KSL, KSLM, KSUN, KUMA, KVOA, KVOD, KWBG, KWJJ, KWTO, KWYO, KXL, KXO.

WAAB, WAAF, WAAT, WAAW, WAIM, WAIU, WATL, WATR, WBNX, WBOW, WBSO, WCAX, WCBD, WCBM, WCBS, WCLO, WCPO, WDAF, WDAS, WDAY, WDBJ, WDEV, WDNC, WDZ, WEAN, WEBC, WEBQ, WEED, WEEI, WEHC, WELI, WELL, WEMP, WEXL, WFAA, WFAS, WFBM, WFDF.

WGBF, WGBI, WGCM, WGES, WGH, WGN, WGCP, WHAT, WHB, WHBC, WHBL, WHBQ, WHBU, WHDF, WHDH, WHDL, WHK, WHO, WIBA, WIBG, WIBU, WIBW, WIBX, WICC, WIL, WIND, WJAC, WJAG, WJAR, WJAY, WJBC, WJBK, WJJD, WJMS, WKBH, WKBZ, WKOK, WKY.

WLBC, WLBF, WLBZ, WLLH, WLS, WLVA, WLW, WMAS, WMAZ, WMBC, WMBD, WMBH, WMBO, WMC, WMEX, WMFG, WMFO, WMFR, WNAC, WNBC, WNBF, WNBH, WNBR, WNOX, WNRA, WOAI, WOC, WOOD, WASH, WORL, WORC, WOW, WPAD, WPAX, WPAY, WQBC.

WRBL, WRGA, WRJN, WROK, WSAI, WSAR, WSBC, WSFA, WSM, WSVA, WSYB, WTAG, WTAX, WTBO, WTIC, WTMJ, WTMV, WTRC, WWJ, WWRL, WXYZ, W6XAI, W9XBY.

Public Domain Library Is Offered by Lang-Worth

ANNOUNCEMENT was made Jan. 28 by Langlois & Wentworth Inc., New York, of the formation of Lang-Worth Feature Programs Inc., as one of its divisions offering to stations copyright-free dance music. Describing its public domain repertory as the "largest transcribed copyright-free library in the world", the company said it includes dance tunes, folk tunes, nursery tunes, songs of the masters, and new "pop" songs many of which are destined to be hits.

Seventy programs, including over 300 separate selections, were said to be recorded and ready for immediate shipment. Its new production schedule, the announcement stated, guarantees 120 new selections monthly. All recordings were declared to be RCA-Victor.

AMERICAN network announcers will be assigned to broadcast the maiden voyage of the giant new British liner *Queen Mary* from Southampton to New York next spring, repeating the highly successful relays which were carried from the *Normandie* on its first trip.

Radio's Most Successful Year Records Total of 87½ Millions

Estimates Surpassed as Industry Shows 20% Rise For 1935; Local Volume Registers Notable Gain

RADIO broadcast advertising has just completed its most successful year with a gross time sales volume of $87,523,848, according to data compiled for the NAB by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce of the University of Pennsylvania.

Radio's advertising bill for 1935 exceeds that of the preceding year by 20% and tops the estimated depression low of $57,000,000 of 1933 by more than 50%. It may also be compared to the estimated $35,000,000 volume of the medium in 1929.

National network advertising amounted to $50,067,686, a gain of 13% over the previous year. Regional network advertising experienced the heaviest gains, with an increase of 54.7% over 1934 and a gross volume of $1,110,739. National non-network advertising rose 26.0% and totaled $17,065,688.

Local Volume Grows

PARTICULAR encouragement is to be found in the growth of local broadcast advertising volume during the year. Following a slight decrease in 1934 as compared to the preceding year, local radio sponsorship spurted during the year just closed and registered a gain of 26% over 1934 volume.

Compared to radio broadcast advertising, newspaper volume rose 5.8%, magazine advertising increased 5.9% and national farm paper business gained 7%.

Broadcast advertising during December and for the year just closed is set forth in the following table:

	December	*1935*
National networks	$4,944,445	$50,067,686
Regional networks	127,174	1,110,739
National non-network	1,707,140	17,063,688
Local	1,907,600	19,281,735
Total	$8,686,339	$87,523,848

Total broadcast advertising during December rose 5.8% as compared to the preceding month and showed a gain of 20.8% over the December 1934 level. Gains were general as compared to the preceding month, local broadcast advertising rising as compared to the usual seasonal downswing at this period of the year.

National network advertising in December exceeded that of the corresponding month of the previous year by 11%. Regional network volume increased 99.8%, while national non-network business rose 39.6%. Local broadcast advertising showed the strongest gains in recent months, exceeding the previous December's level by 33.4%.

Non-network advertising gains were fairly general among all classes of stations. Regional stations showed the greatest increase over the corresponding period of 1934, rising 43.5%. Local stations continued to show the strength exhibited in recent months and registered a gain of 38.8% over the preceding December. The South Central and Mountain and Pacific States showed the greatest gains in non-network advertising during the period under review.

In the national non-network filed transcription and live talent volume both gained approximately 5% as against November while announcement business declined. Transcriptions increased 15.0% during the month in the local field while records rose 16.2%. Live talent and announcement volume dropped slightly, a normal seasonal trend at this period of the year.

National transcription volume rose 34.2% as compared to December 1934, while local transcription business rose 82.3%. In the national field, live talent business still continues to show the greatest strength. Studio programs sponsored by national and regional advertisers rose 43.8% as compared to the corresponding month of the preceding year.

December Network Gains

GAINS in the national network field were fairly general during December as compared to the corresponding month of 1934. Accessory advertising increased 35.1%, housefurnishing volume doubled, and radio set advertising rose 31.2%. Beverage advertising over national networks rose 90%. Drug volume dropped 25%, while confectionery advertising declined 26.4%.

Regional network volume also experienced material increases in a number of fields. Accessory and gasoline, cosmetic, confectionery and tobacco advertising showed especially strong gains. The increase in the regional network cosmetic volume is to be marked as a new development in this field. It also is interesting to note that the rise in confectionery volume has been due to sponsorship by candy manufacturers rather than those of chewing gum and allied lines. This gain is a seemingly new trend.

General gains were also experienced in the national non-network filed as compared to December 1934. Principal increases included a doubling of automotive volume, a 66.3% rise in cosmetic advertising, a gain of 46.8% in the foodstuffs filed and very material increases in beverage, confectionery, radio set, and tobacco advertising. Accessory and gasoline advertising in the national non-network field continued its decline of recent months. Housefurnishing advertising also declined.

Local Time Sales Up

LOCAL broadcast advertising showed fairly general increases. Beverage advertising lead the field with a rise of 162.2% as compared to the corresponding month of 1934. Clothing volume was second with a rise of 65.7%. Automotive advertising gained 50%, and financial advertising 40%. Housefurnishings also gained materially. On the whole, local trends have merely been a continuation of those exhibited with marked regularity during the major portion of the year just closed. Advertising by retail establishments was 41.2% greater than during December of the previous year.

Particular encouragement is found in the fact that broadcasting has continued to show the same margin of growth of the corresponding periods of the previous year during the latter months of 1935 as shown during the earlier portions of the year. On the basis of this trend the year just opening should register further important gains in the medium's advertising volume and should bring it considerably closer to the goal of the $100,000,000 year concerning which the industry has been seeking for some time.

MIDNIGHT SPONSOR
12-4 a. m. Every Night Bought By Chicago Brewery

PETER FOX BREWING Co., Chicago (Fox De Luxe Beer), has contracted for a four-hour program to be broadcast from midnight to 4 a. m. seven nights a week for 52 weeks beginning Feb. 1 over WIND, Gary, Ind. In addition to being one of the largest sales of radio time ever made to a local advertiser (1464 hours), this is also the first commercial exploitation of the after-midnight hours in the Chicago area. The idea was conceived by E. S. Mittendorf, manager of WIND, who has recently returned from California where this type of program has been a pronounced success. The program will consist largely of recorded music, with some studio talent, and will be announced by Brooks Connolly. The commercials will be short announcements, featuring the names of dealers throughout the Chicago area. Agency: Gale & Pietsch Inc., Chicago.

Automotive Billings Up

AUTOMOTIVE advertising over the NBC and CBS networks reached a new high in dollar volume during 1935. CBS had a total billing of $2,492,374 from nine accounts; and NBC grossed $1,734,672 from seven automobile manufacturers, making a combined total of $4,227,046, an increase of 12% over 1934 figures of $3,772,486. There has been a steady increase in the amount of radio advertising done by the automotive industry since 1931, when the combined total was only one-third of the present billings. In the network figures are not included any spot broadcasting campaigns such as the Chevrolet transcriptions now being broadcast over nearly 400 stations, nor any of the spots being used by Chrysler, Ford, Studebaker, Plymouth and others.

Nine Over $1,000,000

PROCTER & GAMBLE Co., Cincinnati, spending 80% of its network appropriation of more than $2,000,000 for NBC daytime hours for its products through various agencies, was first on the list of NBC clients during 1935, rising from ninth place in 1934. Eight other NBC clients spent more than $1,000,000 on the networks, NBC reports, ranking as follows after Procter & Gamble: General Foods Corp., Standard Brands Inc., Ford Motor Co., Colgate-Palmolive-Peet Co., Sterling Products Inc., American Home Products Co., Lady Esther Co., Pepsodent Co.

CBS, MBS Booking Finds B-S-H Again First Radio Agency

N. W. Ayer Takes Second Place On CBS, Erwin, Wasey Third

LEADING the CBS and Mutual Broadcasting System time placements for 1935, Blackett-Sample-Hummert Inc. reported total billings for all radio time during the last year at $6,014,246. Of this amount, CBS accounted for $2,501,395, NBC for $2,114,962, MBS for $163,746 and spot for $1,234,143.

The Blackett-Sample-Hummert breakdown for the year was the only one disclosed in detail by any agency. Although CBS and MBS reported the agencies placing the greatest billings on their networks, NBC has declined to do so for policy reasons. It is believed, however, that Blackett-Sample-Hummert also led the NBC list. The agency reported a 32.3% gain in radio billings over 1934 when it also was the leader.

Total NBC and CBS network time sold during 1935 amounted to $48,786,735, of which the NBC-Red network accounted for $18,722,715, CBS for $17,637,804 and NBC-Blue for $11,659,499. MBS also reported time sales of $697,821. Although Blackett-Sample-Hummert reports $163,746 worth of time on MBS, that network itself reported $154,419 but the network's figures cover its basic network of four stations only. The MBS figures also cover only the last six months of 1935, the only period during which statistics were compiled.

Leading Agency Billings on CBS
(1935)

Blackett-Sample-Hummert Inc.	$2,501,396
N. W. Ayer & Son Inc.	1,822,529
Erwin, Wasey & Co. Inc.	1,046,674
Batten, Barton, Durstine & Osborn Inc.	999,018
William Esty & Co.	946,197
F. Wallis Armstrong Co.	893,515
Frances Hooper Agency	795,718
J. Walter Thompson Co.	792,531
Stack-Goble Adv. Agency	745,845
Newell-Emmett Co. Inc.	729,447
Hutchins Adv. Co. Inc.	556,989
E. W. Hellwig Co.	535,201
Young & Rubicam Inc.	498,622
Ruthrauff & Ryan Inc.	417,258
Lennen & Mitchell Inc.	393,422
McCann-Erickson Inc.	320,458
Lord & Thomas	297,931
Roche, Williams & Cunnyngham Inc.	288,372
Cecil, Warwick & Cecil Inc.	263,087
Geyer, Cornell & Newell Inc.	248,091

Agency Billings on MBS
(July to December, 1935)

Blackett-Sample-Hummert Inc.	$154,419
Lord & Thomas	67,254
Reincke-Ellis-Younggreen & Finn	44,923
Erwin, Wasey & Co. Inc.	39,864
H. M. Kiesewetter Adv. Agency	36,400
DeGarmo-Kilborn Corp.	36,308
Marschalk & Pratt Inc.	35,818
Earl Ludgen Inc.	23,185
Hanff-Metzger Inc.	19,385
Kenyon & Eckhardt Inc.	17,632
Aitken-Kynett Inc.	12,998
Young & Rubicam Inc.	12,991
N. W. Ayer & Son Inc.	10,527
J. Stirling Getchell Inc.	9,368
Paris & Peart	8,085
Neisser-Meyerhoff Inc.	6,435
Kelly & Stuhlman Inc.	4,108

Armand in South

ARMAND Co., Des Moines (cosmetics) is using one minute spot announcements five days a week, over five stations in the South. The announcements are on WBS transcriptions and are broadcast over the following stations: WAPI, WSB, WMC, WFAA, WBT. H. W. Kastor & Sons Adv. Co., Inc., Chicago, is the agency.

Kleenex Cuts Price 25%—Thanks to Radio

By STUART SHERMAN

Vice President, Lord & Thomas, as told to Bruce Robertson

And Uses Radio Exclusively to Introduce Quest and Bring It to the First Rank Among Products of the Type

WHEN International Cellucotton Products Co. put Mary Marlin to work as its ace salesman, it really started something (see headline above). That's the success story in a nutshell, but don't stop yet because there's a behind-the-scenes story that is a beautiful example of modern merchandising. And between them, Mr. Sherman and Mr. Robertson present an intriguing trade narrative.

A FEW WEEKS ago the announcer on *The Story of Mary Marlin* program told listeners that the price of Kleenex, advertised by the broadcasts, had been reduced 25%. "This new low price," he said, "has been made possible through your support of our program by buying our product."

A 25% reduction in cost to consumer! A remarkable result in itself from a radio program just over a year old. But the program did even more than that.

The International Cellucotton Products Co., sponsor, also used the *Mary Marlin* show to introduce and promote its newest product—Quest, a deodorant. In less than eight months Quest had pushed itself up into the top ranks of this highly competitive field, its radio backing supplemented only by an announcement in the drug trade press and a single page in the October, 1935, *Vogue*.

That's what *Mary Marlin* has done for the products it sells. What it did for itself as a show is equally amazing. Entering into competition at the outset with old, well known programs, the end of the first year's broadcasting found *The Story of Mary Marlin* ahead of all other shows in its class in listener popularity! It won its spurs in the entertainment field and — perhaps because of that — proved itself a superb selling tool in the bargain.

Success Secret

THE SECRET of this outstanding radio selling success? Careful planning, testing, showmanship and merchandising — together with a novel twist here and there in applying all of them. Here's the story:

International Cellucotton laboratories perfected Quest in the fall of 1934. Plans for a radio program were under way, but Kleenex alone was to be featured at first—an established product which previously had been advertised in newspapers and magazines.

After the usual number of auditions of several types of programs, *The Story of Mary Marlin* was selected as the one which would best win and hold the interest of women, the principal buyers of Kleenex. The program and its potential audience also qualified as a vehicle for advertising Quest, should plans materialize for radio selling.

The show chosen is a 15-minute serial, broadcast five days weekly and timed to reach women during their morning or noon-time "at home" moments. Its story is that of a wife whose husband is in love with another woman, and who must make a decision either to give him up or fight to regain his love.

To make sure they were right about the program and its appeal before embarking on a costly nation-wide campaign, the makers of Kleenex decided to test the program in the Chicago area. Early in October, 1934, the first episode was heard over WMAQ. Thanksgiving week—less than two months after the serial's debut—a full size package of Kleenex was offered to any listener writing in. Returns totaling 70,000 proved that the local audience was there and that the program was clicking.

PROGRAM PROMOTION — This insert in Kleenex packages tells buyers of the Mary Marlin network programs.

After that reassuring information the program was launched on a Coast-to-Coast NBC network on Jan. 1, 1935, and built a loyal, enthusiastic following immediately. Consecutive Crossley reports during the three months that *Mary Marlin* was on NBC showed steady gains in popularity ranging upward to as high as 3 points at a time. The program was moved to a CBS network April 1, 1935, coincident with its sponsor's decision to use it to sell Quest as well as Kleenex. The shift involved a time change as well as a network transfer.

A Problem in Time

NOTIFYING listeners of the change was a bit of a problem. Obviously full information could not be broadcast on the program itself; neither, it was felt, would newspaper announcements alone do the best job possible. So—to move the large and valuable audience along with the show — Kleenex went directly to listeners through a free offer of a picture of the three principal characters in the show, accompanied by an announcement of the new station lineup, new time and date of change.

Mailing of the gift was so timed that pictures and announcement reached listeners the last week in March—just before the shift. Simutaneously, the free offer was backed up by newspaper publicity and advertising to make the plan complete. As a result. *Mary Marlin's* transfer did not mean a loss of audience. The old audience went right along. Better still, a new and equally responsive audience was created over the new stations.

Quest and Kleenex have shared equal advertising honors from the first CBS broadcast. An opening announcement on one product and a closing one on the other is the usual system followed. So effectively has radio sold Quest that today drug and department stores in every part of the country agree in placing this newcomer among the top three best selling deodorants, and many of them rank it in first place.

Sales results have been matched by program popularity all the way along over CBS. By the end of the summer of 1935 Crossley reports ranked it an undisputed first in listener popularity among 15-minute daytime programs. Since that time it has ranked either first or second continuously—a record, inasmuch as it took *Mary Marlin* just one year to equal, and surpass, other programs which had ranked as favorites for months—years, in some cases — before *Mary Marlin* made its bow.

A great deal of attention is given to the preparation and treatment of Quest commercial announcements to guard against any hint of offensiveness. Nothing stronger than "a positive deodorant for personal daintiness" is ever used. In addition, the statements made are credited almost exclusively to Mary Pauline Callender, known the country over through printed advertisements as a women's consultant.

Wins Listener Favor

THAT such treatment has won favor among listeners is best proved by the fact that so far not one of the thousands of letters which pour into the *Mary Marlin* mail box has ever complained about Quest's use of radio for advertising. Plot developments, time of broadcast and amount of advertising are criticized just as they are on every radio program, but not a single objection has been received which even implies that the writer finds the program's commercial credits objectionable. On the contrary, the International Cellucotton Products Co. reports that many women have written their thanks for the product and its advertising.

The Story of Mary Marlin is heard Mondays through Fridays over 38 CBS stations from 12:30 to 12:45 a. m., EST. Lord & Thomas is the advertising agency.

BROADCASTS OF KING'S DEATH

Networks and Stations Give Elaborate Coverage to Events Attending Death and Funeral

AMERICAN networks kept pace with the British empire radio service in reporting the death of King George, carrying special reports from London over their own short-wave circuits and picking up the British short-wave broadcasts through the week. The funeral also was broadcast, with Mutual Broadcasting System joining the Canadian Commission network's pickup of the BBC reports while the NBC and CBS had their own reports. American listeners heard the flash reporting the death at the moment it was being broadcast to the world via Daventry and the Empire system, and in the early hours of Jan. 28, from 4:15 a. m. onward, they heard the funeral services from London.

It was learned later that the anonymous voice telling the news of the death of the British monarch the night of Jan. 20 was that of Sir John Reith, director-general of BBC, who is well known in this country. NBC received a radiogram stating that the announcement of the sovereign's death by Britain's highest radio authority was deemed consistent with the momentous importance of the event, although he would not permit his name to be mentioned.

Canadian stations, for the first time since broadcasting began in the Dominion, went silent on Jan. 20. All stations closed down after 7 p. m. in deference to the dead monarch, with no broadcasts on the Canadian wave lengths until 10:45 p. m. when regular news flashes went on. Then they signed off again and remained silent until the following morning.

Jack Benny Leads Radio Poll Again

Winners Are Almost Identical With Those Picked in 1934

IN THE FIFTH annual *New York World-Telegram* radio editors' poll, the 239 radio editors selected Jack Benny as their favorite air comedian and also his program as 1935's most outstanding. Bob Burns was chosen as the year's new star.

Edwin C. Hill was again selected as the radio editors' idea as to what a commentator should be. Boake Carter ran Mr. Hill a close second, being only three votes behind.

The Rudy Vallee Hour, Fred Allen's Town Hall, Major Bowes Amateur Hour and Waring's Pennsylvanians, in the order named, where the next to the Jack Benny program in tallied votes. In fact the first three programs listed above were closely balloted: Rudy Vallee got 91 votes, Fred Allen 90, and Major Bowes 85.

In the field of radio comedians after Jack Benny came Fred Allen, and Burns & Allen.

Taken as a whole the list of top selections for this year is much the same as in 1934. The list shows only three changes from the 1934 poll: Kate Smith replaces Jane Froman as most popular songstress; Lux Radio Theatre replaces WJZ Sunday *Drama Hour* as the most popular dramatic program; Bob Burns is rated as the outstanding new star, replacing Helen Jepson.

The tabulation of the votes was conducted as in the past, three points for first choice, two for second, and one for third. The first choices of the various groups follows:

Jack Benny	Favorite Program
Jack Benny	Comedian
Kate Smith	Popular Songstress
Bing Crosby	Male Popular Singer
Guy Lombardo	Dance Orchestra
Mills Brothers	Harmony Team
Leopold Stowkowski	Symphonic Conductor
Lawrence Tibbett	Classical Singer
Albert Spalding	Instrumental Soloist
Fred Waring's Pennsylvanians	Best Musical Program
Lux Radio Theatre	Dramatic Program
SingingLady	Children's Program
Edwin C. Hill	Commentator
Ted Husing	Sports Announcer
Jimmy Wallington	Studio Announcer
Ida Bailey Allen	Household Assistance
Bob Burns	Outstanding New Star

Major Bowes' Magazine

ABOUT Feb. 14 a new monthly magazine will appear on the news stands of the United States and Canada titled *Major Bowes Amateur Magazine*. The publication will be printed on glossy paper, have a format similar to *Cosmopolitan*, sell for 25 cents, and contain 100 pages. The front cover will have a picture of Major Bowes and the contents of the magazine will be devoted to success stories with an Horatio Alger angle. Henri Weiner is editor, and the Butterick organization will be in charge of distribution. The initial order to the printer is for 250,000 copies.

WJR Gets Clean Bill

WJR, Detroit, was given a regular renewal of license by the FCC on Jan. 29 after having received only a temporary extension on the preceding day because of a program investigation. [See story on page 26.] The first action was rescinded upon receipt of information that the program in question had not been broadcast since last June.

TINY MICRO-WAVE TRANSMITTER

Midget Set Good For Four Miles Developed After Two Years of Research by O. B. Hanson

DEVELOPMENT of the world's smallest micro-wave transmitter, for portable use in covering special events, was announced Jan. 20 by O. B. Hanson, NBC chief engineer (see cut). The midget transmitter covered distances up to four miles in exhaustive tests, and is expected by Mr. Hanson to become the successor of the more cumbersome relay broadcast portable transmitters, in that it can be carried in the "coat-pocket" of the announcer.

Development of the transmitter, Mr. Hanson said, is the result of two years of research, which included experimental ultra-high frequency transmissions from the top of skyscrapers in New York. It will enable announcers to carry a microphone to any desired point, or circulate at will among large assemblages and feed to a pickup for regular broadcast transmission.

The micro-wave set is a three-inch cube, with two 10-inch rods as antenna. It transmits with two-tenths of a watt, using the latest type of "acorn" tube developed by RSA. Current is supplied by a battery unit of 90 volts, also newly developed. The complete battery unit weighs less than four pounds, and the transmitter proper less than a pound.

"Investigations in the micro-wave field," Mr. Hanson explained, "suggested that work in this band of 300,000,000 cycles [300,000 kc. or 1 meter] and more would permit the midget antenna equipment necessary for the compactness we sought. Micro-waves also offered a phenomenal degree of penetration through intervening structures, so the tiny waves were employed in developing the new portable transmitter."

AUDIT GROUP PLANS NEW RADIO CENSUS

WITHIN the next month the Co-operative Committee of Fifteen created jointly by the NAB, Association of National Advertisers and American Association of Advertising Agencies will make available its computation of radio set ownership and distribution in the United States, estimated as of Jan. 1, 1936, according to an announcement Jan. 24 by NBC. A subcommittee of the cooperative unit has been working on this for several months.

The estimate of the committee, it is understood, will be accepted as official by all interested parties. NBC stated it would use the compilation in drafting new potential circulation figures. Early estimates of set sales for the year made by the Radio Manufacturers Association run over 5,600,000.

The Cooperative Committee was created to draft plans for a projected independent radio audit bureau. The set survey was the first task assigned it. The subcommittee entrusted with this work comprises John Karol, CBS research director; Paul F. Peter, RCA statistician, for NBC; A. W. Lehman, assistant managing director of ANA; David A. Robinson, AAA, and Herman S. Hettinger, NAB.

Big Series on CBS For General Mills

GENERAL MILLS Inc., Minneapolis, plans a full-hour program five days a week on about 60 CBS stations, starting in April. Plans for the series are still in the formative stage but it is understood that an hour will be devoted to Eastern and Midwestern listeners, 10:15-11:15 a. m., with repeat for the Far West at 1:30 p. m.

Among plans considered is that of promoting a different General Mills product each day. Another idea is to break each program into four divisions, with each division promoting a separate product. CBS is completing the shifting of several accounts to provide across-the-board clearance.

Currently General Mills is sponsoring *Betty Crocker* for Gold Medal flower and *Betty & Bob* for Bisquick, using NBC. On CBS the sponsor has the *Jack Armstrong* series promoting Wheaties. The fate of these programs has not been decided but they may be shifted to the new series. An extensive spot user, the sponsor may rely on networks alone for a while. Blackett-Sample-Hummert Inc., Chicago, places the account.

Muzak Enters New York With Its Wired Radio

MUZAK Inc., a division of North American Co., utility holding company, is planning to introduce shortly in New York its wired radio recently tested in Cleveland residences. The plan is to sell the idea of wired music to public places, such as hotels, restaurants, barber shops, tap rooms, etc., for the time being.

A charge of $15 per month will be made. If the client desires special equipment an additional charge will be made. Muzak will give 24-hour service and the programs will be transmitted via regular telephone lines. Only establishments within the five boroughs which comprise New York City can subscribe. Muzak will use only music from its own library. Service will emanate from the Pocono Bldg., Fourth Avenue and 17th St.

WILLIAM E. WITZLEBEN has resigned as advertising manager of American Tobacco Co.

PLYMOUTH MOTORS STARTS CAMPAIGN

PLYMOUTH DIVISION of Chrysler Corp., Detroit (autos), went on the air late in January with the first of a series of radio shows designed to aid dealers in the sale of used cars. The new program, featuring "Truth" Barlow, dealing out a variety of homespun, truthful humor, and including musical numbers, is being heard by transcription over 81 stations.

The transcription program is unusual in that there is no attempt at "build-up" by Master of Ceremonies Barlow. A western type, small town character, Barlow is calculated to have widespread appeal because of his unassuming manner and candid attitude toward both artists and the product he is selling, namely, Plymouth used cars. Plymouth plans for a CBS network series are pending. Walter Chrysler was said to have been pleased with an audition of Ed Wynn and Lennie Hayton's orchestra.

The transcriptions, placed by the agency in charge, J. Stirling Getchell Inc., are being heard over these stations:

WBRC, KLRA, KFBK, KOA, WICC, WTIC, WJSV, WJAX, WQAM, WDAE, WSB, WTOC, WMAQ, WMBD, WOWO, WFBM, WSBT, WOC, WHO, KSCJ, WIBW, KFH, WHAS, WSMB, KWKH, WCSH, WFBR, WEBI, WMAS, WTAG, WJR, WOOD - WASH, WEBC, KSTP, WJDX, WDAF, KSD, WOW, KOH, WFEA, WOR, WOKO, WBEN, WHAM, WGY, WFBL, WBT, WBIG, WPRF, WADC, WSAI, WHK, WBNS, WHIO, WSPD, WKBN, WKY, KVOO, WCAU, WCAE, WEAN, WIS, WDOD, WNOX, WMC, WSM, WFAA - WBAP, KTRH, WOAI, KDYL, WTAR, WRVA, KOMO, KHQ, WWVA, WIBA, WTMJ, KFI, KFSD, KFRC, KOIN.

Feenamint Goes to MBS, Using 10-Station Network

HEALTH PRODUCTS Corp., Newark (Dillard's Asparagus, Feenamint) will transfer the *National Amateur Night* program from CBS to MBS on Feb. 23, using the same 6-6:30 period on Sundays. The program will be called the *Feen-A-Mint National Amateur Night* and talent will remain intact with Ray Perkins as master of ceremonies, Arnold Johnson's orchestra, and amateurs. The sponsor was obligated to leave CBS because of the network's policy regarding laxatives, announced last year. The new MBS network contains 10 stations, whereas 45 CBS stations were used. In addition to the four stations that comprises MBS (WGN, WLW, WOR and CKLW), there are: WFIL, Philadelphia; WNAC, Boston; WKBW, Buffalo; WGAR, Cleveland; WCAE, Pittsburgh, and WPRO, Providence.

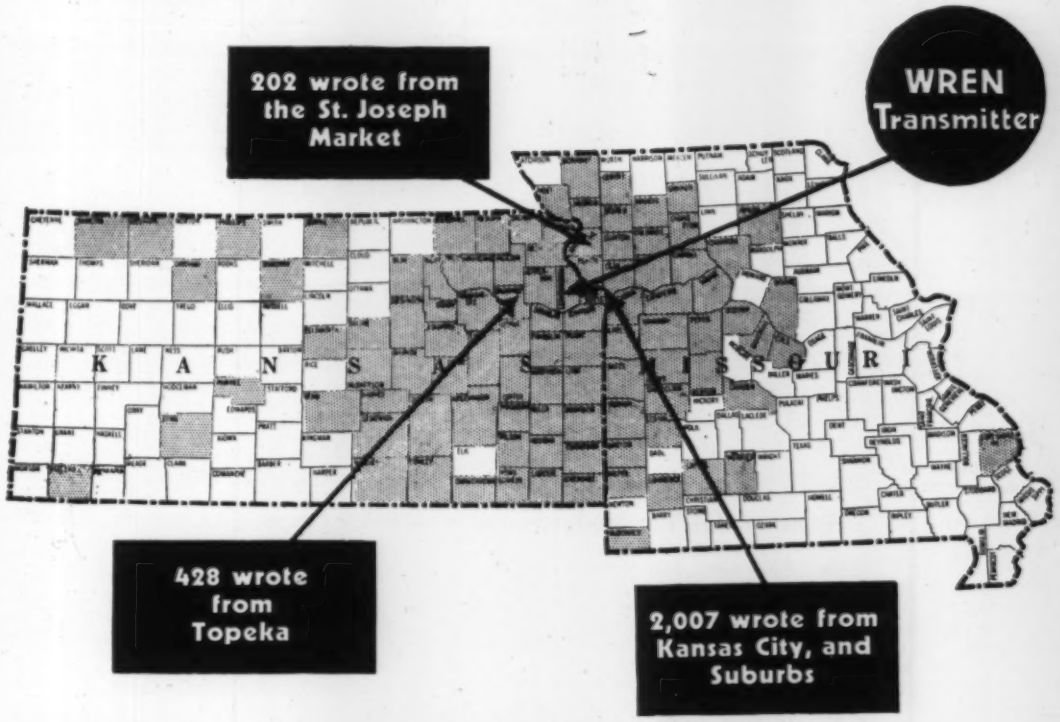
The program will originate from New York. WOR will not be available until April 12 because of the Whelan drug store series. The contract is for 52 weeks. William Esty & Co., New York, is the agency.

Health Products Corp. announced Jan. 28 that plans had been completed for a substantially increased campaign in Canada, using radio, magazines, newspapers, sampling, direct-by-mail and window displays. Simultaneously, it announced appointment of A. McKim Ltd., of Toronto, as advertising agents in charge of the new Canadian campaign.

COVERAGE

From 7:30 to 8:00 P.M. on the night of January 7, 1936, during the network program of the Household Finance Corporation featuring Edgar A. Guest, a poem-calendar by Mr. Guest was offered to the listeners. To secure the poem-calendar, listeners were instructed to write the station to which they were listening. The following map shows the distribution of mail by counties received at the WREN offices from the states of Missouri and Kansas.

★ It should be noted the map is based on the mail received at WREN during the first 5 days following the program of January 7th. Only that mail actually directed to WREN was computed. Mail directed to the National Broadcasting Company or to the sponsor was not included and mail received by WREN after 5 days was not computed.


202 wrote from the St. Joseph Market
WREN Transmitter
428 wrote from Topeka
2,007 wrote from Kansas City, and Suburbs
K A N S A S
M I S S O U R I

★ Listeners had no advance notice of the offer. A sizable amount of mail was received from 16 states and from Canada in addition to the states of Missouri and Kansas.

NBC BLUE NETWORK

WREN

LAWRENCE, KANS.

Transmitter now located 18 miles west of Kansas City, to serve the greatest number of listeners in the Kansas City, Topeka and St. Joseph markets.

It's 900 miles from St. Louis to Denver and WREN is the only outlet for NBC Blue Network Programs.

Now 5,000 Watts Power---New RCA high Fidelity Transmission.

Final Ruling on Station Rights To Phonograph Records Sought

Higher Court Action Likely After Recent Decision In Favor of Fred Waring in Suit Against WDAS

FINAL adjudication of the legal right of broadcasting stations to perform phonograph records for profit without the authority of the recording artist is indicated both on behalf of the broadcasting industry and the organized recording artists, as a result of the injunction granted by a local Philadelphia court against WDAS of that city on petition of Fred Waring, orchestra leader.

The Philadelphia decision, which applies only to WDAS and restrains that station from playing Waring recordings only, does, however, set a legal precedent. On behalf of the NAB, James W. Baldwin declared Jan. 22 he was hopeful the case would be decided finally by a Federal court. WDAS also has indicated it would appeal.

The suit brought by Waring last year was regarded as a test case. Waring is president of the National Association of Performing Artists, a new organization created for the avowed purpose of preventing performance of phonograph records via radio. Following the decision, it was stated that the Waring organization would press its new advantage and launch a widespread campaign.

The temporary injunction, assessing court costs against WDAS, was granted by Judge Harry S. McDevitt, of the Court of Common Pleas. Exceptions will be filed by counsel for the station and for the NAB, as intervenor, and probably will be argued before the full court of three judges in March. William A. Schnader, former attorney general of Pennsylvania, was retained by the NAB. WDAS was represented by William A. Carr and James Gilliland. The Waring counsel was Maurice J. Speiser.

Court's Findings

THE COURT upheld the Waring contention that his band was a "unique" organization, and that his interpretations of musical compositions were factors to be considered in enhancing the sales of his records. WDAS counsel, along with the NAB, had argued against this and had maintained that the recording artists, paid by the recording company and using the musical works of others, had no performance right in connection with the record.

Particular reference was made in the opinion to the fact that Waring receives $13,500 per week for his radio performances "promoted" by an international manufacturing corporation. On the other hand, it said his records are purchased for 75 cents at retail. The effect, it was concluded, was that Waring was placed in competition with himself.

The court held that WDAS' use of the Waring record in the face of the restriction stamp on it stating it was not for broadcast use, was "an unlawful interference with complainant's right". It also held it was an interference with Waring contractual relations with his network sponsor, Ford Motor Co., which has a contract for exclusive broadcasting purposes.

The creator of a unique and personal interpretation of a musical or literary composition, said the opinion, possesses a common law property right, and has a right to control and limit its use. Thus, it is added, his production, creation or performance in such manner gives it a special value with pecuniary worth.

"The interpretive talent of the complainant is creative and vests in him an incorporeal property right, just as firmly as though it were corporeal property. Such incorporeal property is entitled to protection," the court ruled.

The works of a performing artist, the opinion continued, may be used only under the terms and conditions imposed by the creator. Any other use, it held, is an infringement of his property right, "and an injury to his name and commercial worth." Holding that the law will follow science and arts in protecting property rights, corporeal and incorporeal, tangible and intangible, the court said the manufacture and sale of the record under the conditions in the WDAS case, "does not constitute a publication."

"Unfair competition" was created by the WDAS performance, the opinion concluded. The court said the limitation of use of restriction stamped on the record was a condition inseparable from the record, and that the stamped restriction is not an interference with the purchaser's use of them for the purpose intended, because it is not an "unreasonable condition".

New Evidence Is Offered Against KFYR Deletion

NEW evidence, designed to show that the power of KFYR, Bismarck, N. D., was not willfully "stepped up" with the knowledge of its owner, and that neither listeners nor other stations suffered from the alleged infractions of technical regulations, was offered before the FCC Broadcast Division Jan. 16 upon rehearing of the deletion case. The station originally had been ordered deleted for technical violations.

Supplementing engineering evidence offered by E. C. Page, consulting engineer, Duke M. Patrick, counsel for the Bismarck station, asked for a full license renewal contending that the citation was the first against the station in 10 years of operation. Moreover, he contended that deletion would mean a loss of service to listeners in that Northwest territory of a character that has been unquestioned in the past.

WTHT is the call of the new 100 watt daytime station on 1200 kc. for which Hartford Times Inc., Hartford, Conn., holds a construction permit.

TO WAX AND BACK
WSAI Gives Post-enactment of Mayorality Election

"Presto Chango Broadcast"

FROM VOICE to wax and back to voice again, all within the same day! That is what WSAI, Cincinnati, accomplished in an election broadcast last month with unexpected success.

At the Cincinnati Council Chambers on Jan. 8 the issue was that of election of the Mayor. After a week's deadlock, Mayor Russell Wilson was reelected for his fourth consecutive term. On the day of the election, however, commercial commitments prevented WSAI from broadcasting the session. So the entire proceedings were recorded.

That same evening the heated session, "edited" to 40 minutes of transcription, was broadcast. Joe Ries, WSAI educational director, superintended the broadcast and ad libbed in the spots edited out of the records so effectively that the engineers in master control were hardly able to detect when the recording stopped and the ad libbing began.

WSAI reports it was deluged with congratulations over the broadcast, because of the intense local interest in the campaign. As a final touch the transcriptions were presented to the city councel for its archives as an "audible" record of the session.

In the picture are, left to right: Joe Ries, WLW-WSAI director of educational activities; Mayor Russell Wilson of Cincinnati; Jimmy Alderman, WSAI announcer, and Fritz Witte, WLW publicity staff.

Bathasweet in West

BATHASWEET Corp., New York (bath salts) is using daily one-minute dramatized announcements over four stations in the West, five days a week, for an indefinite period. On the KSTP, St. Paul, *Polly the Shopper* participation series the sponsor has been using announcements since last fall. More recently KNX, Hollywood; KJBS, San Francisco; and WJJD, Chicago have been added. H. M. Kiesewetter Adv. Agency Inc., New York, is the agency.

Grove Renews Discs

GROVE LABORATORIES Inc., St. Louis (Grove's nose drops) has renewed for four weeks the *Flash Gordon* series transcribed by WBS. Stations are: WHEC, WOR, WFBL, WENR, WJR, KYW, WNAC, WJAS. The transcriptions are broadcast four times weekly—Monday to Thursday inclusive. Stack-Goble Adv. Agency, New York, is the agency.

Musicians' Strike Settled in Chicago

THREATS of a strike by union musicians engaged at the Chicago headquarters of NBC and CBS were dispelled Jan. 15 for two years at least when the network officials signed a new contract with James C. Petrillo, president of the Chicago Federation of Musicians. This contract calls for the employment of a minimum of 20 musicians (five more than were required by the previous agreement) for each NBC or CBS station originating network musical programs, at the union scale of $110 if the musician works on sustaining programs and $140 if on commercial shows for a 30-hour week. Practically this means $140 per week per man, as most of the men are employed on both sustaining and commercial broadcasts.

The further demand of the musicians that the music librarian of each network be a union man did not affect CBS, according to Bob Kaufman, program director, who says that this network has been employing a union man as librarian for some time and has merely added five additional musicians to comply with the terms of the new contract. At NBC, program director Sidney Strotz said that their present non-union librarian is being retained but that an additional union man is being employed to meet the federation's demand. Although NBC operates two stations in Chicago (WMAQ and WENR) Strotz states that the addition of five men will bring them up to the quota required by the new contract.

Before the contract was signed both sides scrupulously observed the amenities of the situation. Petrillo presented the union's demands to the networks officials who said they could not see their way clear to accept them. Petrillo then threatened a strike, which the networks met with a counter threat to originate all chain musical shows from points outside of Chicago. Both sides then stood pat until the last day of the old agreement, when the chains continued to follow tradition by complying with the terms set by the musicians and signing up.

WGN, Chicago, key of MBS, has a separate contract with the federation and was not concerned, and the same situation applies to the other individual stations in the city.

Nelson Named Radio Head

JACK NELSON, formerly producing the Eddie Cantor program, has been appointed radio director of Lennen & Mitchell Inc., New York, to succeed Marion Parsonett who is on leave of absence to go to the West Coast for Donahue & Coe Inc., New York agency, where he will produce the National Ice Manufacturers Mary Pickford show on CBS which starts Feb. 11. Burt McMurtie has rejoined Lennen & Mitchell to work on the production staffs handling the Paul Whiteman-Woodbury and the Eddie Cantor-Pebeco broadcasts. In 1930, Mr. McMurtie was connected with the agency when it handled the Paul Whiteman-Old Gold cigarette program.

"THE WINNAHS"

ANOTHER Example of KNX's *Program Exploitation* Service!

To get youngsters to 'sample' *ALL* of its seven 'KID' programs — KNX gave away seven puppies for the best letters on why listeners liked each of the seven feature kid shows broadcast during the KNX 'Children's Hour' (5 to 7 P. M. nightly).

Contestants *had* to listen to *all seven* programs before writing!

From 'Dick Tracy' at 5 P. M. to 'Elmer Goes Hollywood' at 7 P. M., the entire kid tune-in 'sampled' each of KNX's seven kid shows for one solid week . . . and that, gentlemen, is building audience . . . seven audiences!!

"WHAT JUNIOR WANTS— MOTHER BUYS"!

If *you* want to sell kids, select time during KNX's 'Kids Hour',* — one of the biggest ready-built juvenile audiences in America . . . yours for the asking.

*** A 'natural' for KID 'test campaigns'!**

KNX THE VOICE OF HOLLYWOOD • Natl. Repr. JOHN BLAIR & CO.

How the Political Cartoonists Interpreted the Radio Situation

Duffy in Baltimore Sun

Croonin' Low

Hutton in Phila. Inquirer-Public Ledger

Just Use "Editorial Judgment"

Brown in New York Herald-Tribune

Will It Come to This?

Radio Supported in Political Row

(Continued from page 8)

serted he would accept them, if offered, on the same basis as any advertising program. Many stations do not go along with the networks on their policy of free time until the actual candidates begin their campaigning, although most of those with network affiliations carry the political sustainings from the network key points when their time is not sold locally.

Time Allocations

MEANWHILE, time was being allocated freely to Republicans and Democrats alike on the networks, and very few if any charges of favoritism were heard from party leaders other than Mr. Fletcher or from sources other than the rabid Republican press. The *New York Herald-Tribune* naturally burst out against radio in editorials and cartoons, suggesting it was politically dominated by the Democrats —a charge most radio executives strongly resent. The networks, on their part, have gathered an array of statistics showing in some cases that in recent months the Republicans have had more time on the air than the Democrats, all on a free basis. And the networks insist they will adhere to their policy that politics over the radio, in the pre-convention period at least, must take the form of speeches by responsible spokesmen rather than dramatizations.

One of the most intelligent editorial summaries of the whole situation was given in the Scripps-Howard newspapers on Jan. 15, which stated, in part:

Sometimes we think our lot in newspaper editing is a hard one. But we must confess that the picture we have above described gives us repose, by contrast.

In the first place, we don't have to meet the "space" problems that the chain broadcasters have. In broadcasting the space consists of 24 hours, about eight of which have to be subtracted before "publication" starts. We can add pages. The broadcasters can't add hours.

But that's not the most important consolation. Without in the least endorsing the implication that the Federal Communications Commission has anything to do with the rulings of the broadcasters, we nevertheless are disposed frequently to give thanks that we aren't operating under a license that might be yanked in six months.

In general, we think Mr. Paley is meeting his problem with wisdom and restraint, despite the kicks from Mr. Fletcher, and the other kicks that inevitably will come from the Democrats also, as the campaign proceeds. We believe he is justified in retaining for himself the right to be the judge on what is of sufficient public interest to get into his "paper." Otherwise the radio would be but one continuous blast of campaign talk from now until November. We think the broadcasters are wise also as a matter of plain business in not accepting political money until the home stretch is reached, for campaigns come only once in a while, whereas commercial sponsors are a steady diet. And then, too, political money has a habit of not holding out.

We believe the chief duty of the broadcasters is to strive for even-handed justice in allocating such radio time as is given to the campaign. That is vital in the public interest, so both sides can be heard.

Our only criticism of the broadcaster policy has to do with the barring of dramatizations. Tho recognizing some truth in what they say about possible distortion, overemphasis, and emotionalism versus intellect, if we were running it we'd let the dramatists perform, nevertheless — barring, of course, profanity, libel and obscenity — and trust the American people to stand it, perchance even to welcome it, as a pleasing relief from the orthodox oratory of the past. We believe it would be surprising to see what a capacity the American people could develop in discounting the political playwright as they now discount the old-fashioned spellbinder.

We say, "if we were running it." But we're glad we're not.

Broadcasters generally, still eager to maintain their integrity above party lines, saw in the whole turmoil one of the finest endorsements of *radio itself* that the medium ever had. The fairness of radio was demonstrated even after Mr. Fletcher failed to get a party spokesman to reply to President Roosevelt's alleged "political talk" to the opening of Congress on Jan. 3. When the Republican National Committee decided to schedule the keynote speech of its June convention during an evening hour, as President Roosevelt did his speech to Congress, the networks willingly agreed to carry that speech regardless of who makes it. The night time was decided upon, naturally, in order to reach the fireside audience. But, of course, practically the entire proceedings of both of the big conventions, day and night, will be carried by the networks, as in 1928 and 1932—all on a sustaining basis and at an enormous cost in staff and arrangements and in displacement of regular commercial schedules.

The broadcasting industry joined with Harrison E. Spangler, western division director of the Republican National Committee, in "laughing off" the alleged reports from radio fans that the air channels were being "sprayed" with deliberate interference while WGN on the night of Jan. 15 was carrying the first of the *Liberty* sketches. Yet the situation was deemed sufficiently important by Chicago headquarters to issue a press release quoting Mr. Spangler as saying:

"I talked with Tom Sabin, national director of radio for the national committee, and he tells me that what happened to the transmission of the first part of our program last night was the breakdown of a piece of WGN equipment which had always functioned perfectly heretofore." WGN gave the sponsor one extra run of the *Liberty* show to compensate for the first night trouble.

A UNIQUE "PLUG"

Inter-City Urges Audience To Tune Over to CBS Station

AN UNUSUAL "commercial" was carried over seven stations of the Inter-City Group the night of Jan. 25 when Al Smith addressed the Liberty League dinner in Washington. Since CBS had secured exclusive rights to the Smith speech from 10 to 11 o'clock, Inter-City broadcast the hour of speeches immediately preceding—and, what's more, got its full sponsorship rate of $1,265 for the period. The "commercial" ordered by Jouett Shouse, Liberty League president, was Announcer Ted Ostenkamp's statement to the audience just before the Inter-City switchover to CBS for the Smith speech, urging all listeners to tune to their nearest CBS station if they wanted to hear Al Smith.

Talmadge Charges New Deal Control

But Drops Complaint as CBS Provides Half-hour Hookup

MORE flame was temporarily added to the fires of controversy that burst around radio's use for political purposes during the last fortnight when Gov. Eugene Talmadge, Democrat, of Georgia, joined the Republicans in charging NBC and CBS with favoring Roosevelt and the New Deal by their refusal to broadcast the full proceedings of his convention of Constitutional Democrats in Macon, Ga., Jan. 29. Gov. Talmadge charged "conspiracy to prevent free speech" when the networks declined to give or sell time to broadcast the full convention and handle it along the lines of their usual extensive reporting of the Republican and Democratic national conventions.

The networks were willing to carry Talmadge's own speech (which CBS later scheduled from the convention from 1:15 to 1:45) but declined to disrupt regular program schedules by handling the full convention, which he planned to stage at night if given a nationwide hookup. Thereupon the magazine *Plain Talk*, edited by Morris A. Bealle, applied to the FCC for authority to extend land lines from Macon to Reynosa, Mexico, and also to Villa Acuna, Mexico, 75,000 and 10,000 watt border stations respectively said to be operated by Dr. John R. Brinkley, in order to broadcast the convention from across the border. The FCC Broadcast Division, as in similar cases in the last year, set the case for hearing, but the matter was dropped by Mr. Bealle after Talmadge had secured the half-hour CBS hookup.

Charges "Domination"

BEALLE charged FCC domination of the networks in their refusal to broadcast the Talmadge convention, and said it was with the "consent" of FCC that CBS finally agreed to carry Talmadge's speech. He said he had contracted for a series of sponsored periods for Talmadge on the Brinkley stations and might use them later if he desired, claiming that the law giving the FCC authority over land line connections with foreign stations was unconstitutional.

Precedent guided the FCC in setting the case for hearing, though there was little time between its Jan. 24 decision and the Jan. 29 date of the convention of Talmadge's anti-Roosevelt forces, for such a hearing. So far the FCC has turned down all applications for U. S. hookups with Mexican border stations that are obviously operated to circumvent American regulations, taking the position that to favor such transmissions to the U. S. from just across the Rio Grande would be to encourage border outlets beyond U. S. control. Unlike Canada, Mexico has declined to enter into any agreement governing the North American wave lengths, with the result that a dozen or more American-financed stations have been built along the Mexican border to reach U. S. citizens with advertising messages of lotteries, etc., which are either banned or frowned upon here.

SPEED

is what counts!

That is why you, whose station is served by Transradio, were able to flash the news of the death of King George V of Great Britain to your listeners before the British Broadcasting Company itself could tell an anxious nation of its monarch's passing.

Not only four minutes ahead of the famed BBC, but also of every press association in America by twice that margin, Transradio scored an astounding beat on the first great world news event of 1936. It did not concern itself with the usual, risky "unconfirmed rumors". At 7:10½ p.m. (EST) on January 20, it flashed what its clients and their listeners really wanted to know: "King George is dead – Prince of Wales is King."

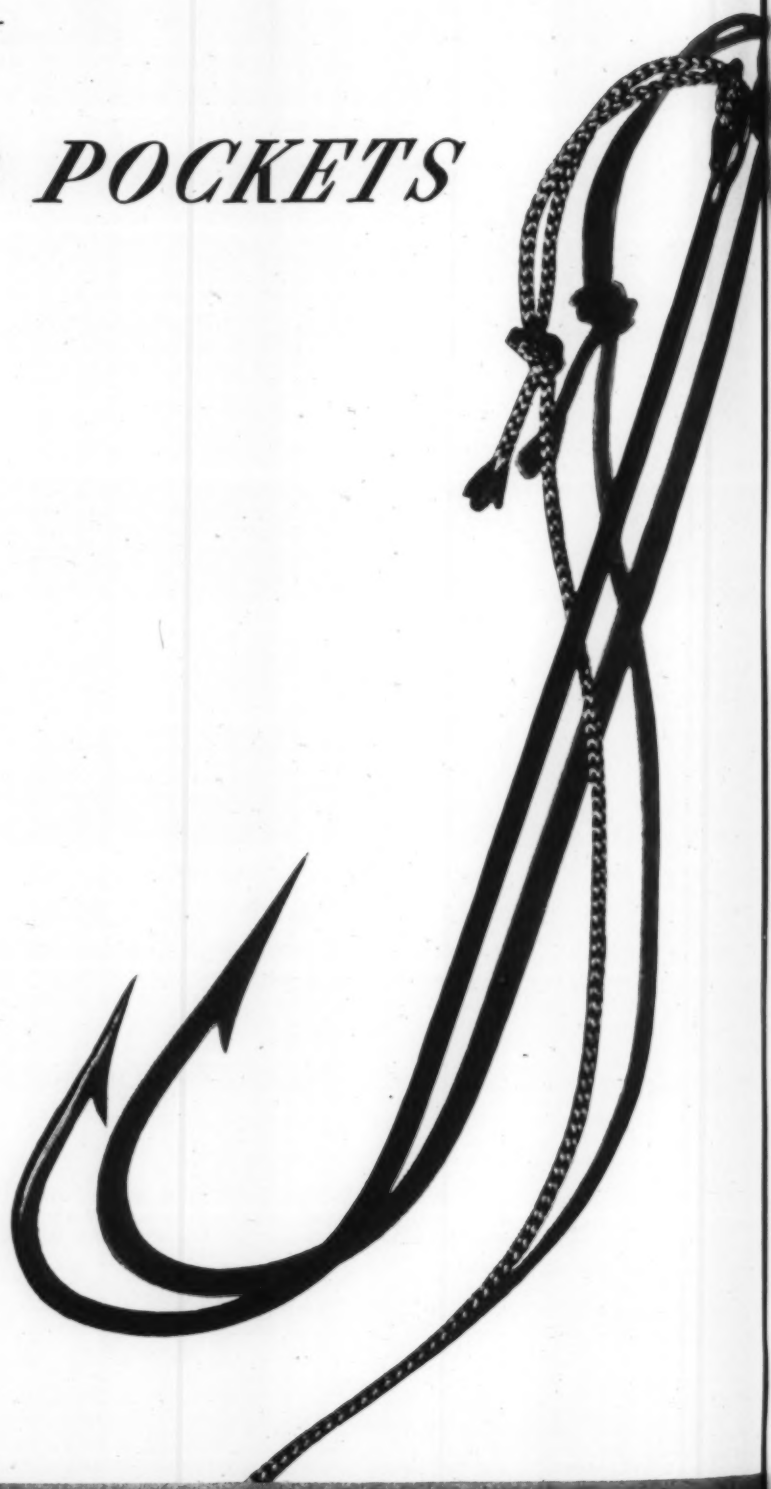
1936 promises to be the biggest news year of a decade. Transradio, already possessor of the most sensational record of "beats" ever known, started it off auspiciously by being *first* with the AAA decision, the reprieve of Bruno Hauptmann, the death of King George. If your station pretends to give its audience "news while it is news," Transradio service is essential.

Write or wire for rates.

Transradio Press Service

342 Madison Ave. NEW YORK

No fish hooks IN CLEVELAND POCKETS



When factories in our town reported more than one hundred twenty-seven thousand wage earners at work, we thought that sounded pretty good. When auto sales hopped as much as twenty percent, and private building permits practically doubled, we were inclined to lead a cheer or two. But, when bank debits climbed well over a half billion additional and factory payrolls were upped a cool seventeen million . . . Eureka! . . . we just had to break into print with the news!

What, you say, is this . . . an advertisement for the City of Cleveland? No, we answer. But, because we believe that Cleveland and its retail area represent a market you can't afford to pass up in 1936 . . . a densely populated, rich, spending territory . . . we take this space to tell you so. But why? Because we know that, to crack or capture this market, you'll need to tell your story to the audience of WGAR, Cleveland's Friendly Station.

Cleveland's pockets most certainly are not lined with fishhooks, depend on that. And when you plan to cast for your part of the coin of the realm being spent in Northern Ohio, we'd like to have you keep these facts in mind. WGAR is "tops" in dollar volume of advertising and in number of national spot accounts among all Cleveland stations . . . in number of retail accounts among the city's network stations . . . and first in daytime audience in Cleveland's compact 35-mile retail area. So, bank on us to help you sell this market where millions will spend millions in 1936!

Facts mentioned in the first paragraph represent comparisons between the first ten months of 1934 and the first ten months of 1935, as supplied by the Cleveland Chamber of Commerce.

WGAR "CLEVELAND'S FRIENDLY STATION"

Member N. B. C. Blue Network

John F. Patt, Vice President and General Manager

Edward Petry & Co., Inc., National Representatives

Jam in Congress, Party Splits, Halt FCC Inquiry Plan

Connery Plan in Committee; "Hotel Case" Pops Up Again

WITH oratory about politics in radio and radio in politics still at high pitch on the Washington scene, attention in the broadcasting industry is focused on the Connery Resolution (HJ Res. 394) for a full investigation of the FCC by a select House committee.

Now pending before the important Rules Committee, the resolution must receive favorable action of that committee before presentation to the House. Thus far there has been no indication of Committee action. Pressure of other legislation, it has been stated, may delay consideration and possibly block it altogether.

Another factor has been a rather definite split along party lines in connection with the Connery proposal. Sensing the political significance in a campaign year of a fishing expedition into radio, Republican forces are aligning themselves solidly behind it. By the same token, politically, administration leaders in the House are inclined to oppose it at this session.

The "Hotel" Inquiry

TWO other "investigations" of charges of alleged corruption in the FCC, growing out of the now celebrated "hotel conversation" of two months ago pertaining to the so-called Knox Broadcasting Co., case, are in progress. The FCC committee of five commissioners named on motion of Chairman Sykes of the Broadcast Division, is inquiring into the matter, but is saying nothing publicly.

It also has been ascertained that the Department of Justice, apparently at the behest of the FCC committee, has resumed its own investigation. At least a half-dozen individuals, purportedly those who either participated in or whose names we mentioned in the "hotel conversation" have been interviewed by G-men, and have given detailed written statements concerning it. Originally it had been reported unofficially that the department's initial investigation resulted in dismissal of the incident as an "irresponsible drunken conversation". Mortimer Prall, son of the FCC chairman, had reported the alleged conversation, which led to the Department of Justice investigation.

After introduction of his resolution on Jan. 15, Rep. Connery (D Mass.) on three separate occasions took the floor in the House to urge immediate action. Both in his resolution and in his speeches in the House he mentioned especially the failure of the FCC to take action against NBC and its affiliated stations in connection with the allegedly profane song broadcast in a network program of last year sponsored by the Mexican Tourist Commission. A delegation of 16 House members, acting upon complaints from Catholic organizations, had protested against this broadcast and had demanded FCC action.

The Connery Resolution carries this preamble:

To appoint a selection committee [of five] to investigate the charges of irregularities in the granting and renewal of radio licenses; the broadcasting of alleged obscene and indecent utterances by radio stations; the charges of alleged monopolies and to investigate the report on charges made or which may be made as to the charges of alleged misconduct and alleged corruption on the part of certain persons officially connected with said Commission and to investigate the acts and activities of said Commission.

Mexican Case Again

THE RESOLUTION first mentions the protest against the Mexican broadcast and the FCC's reply that the program was construed as not obscene. It goes into the testimony before the House Appropriations subcommittee of FCC officials to the effect that broadcasting licenses were the subject of "profiteering" allegations of monopoly in broadcasting, and alleged denial of facilities to educational, labor and non-profit organizations; and takes cognizance of the FCC "self-investigation".

The committee of five would be authorized to investigate all these changes and all other matters within the FCC jurisdiction and report to the House with recommendations. It would be authorized to hold hearings, to sit and act during sessions and recesses of the present Congress in Washington or elsewhere and employ expert, clerical and stenographic services. Witnesses would be required to attend, by subpoena or otherwise, both from the government or private agencies.

After introducing his resolution Jan. 15 Mr. Connery placed in the *Congressional Record* a "factual history" of the Mexican program incident. Simultaneously he addressed the House on the resolution, and brought into his speech the so-called "Brooklyn case" and that involving KFYR, Bismarck, N. D., both of which had to do with deletions ordered by the FCC for alleged violations of the law. In neither case, however, have the deletions become effective.

On the following day, apropos of the debate on the Independent Offices Appropriation Bill, which includes the FCC appropriation, that agency again became the subject of debate. Rep. Wigglesworth (R Mass.) placed in the record a copy of a questionnaire sent to Chairman Prall, and of the latter's reply to questions propounding respect-

(*Continued on page 59*)

UTILITY AND BEAUTY—Modernism combines with practicality in the new studio building of KFBK, Sacramento, Cal., dedicated last month on the occasion of the station's rise to 5,000 watts on the new 1490 kc. frequency. Harry J. Devine, of Sacramento, was the architect; Robert L. Cramer Co., San Francisco, the acoustic engineers; Frank Maloney Co., general contractors in the modernization project.

ONE OF RADIO's most beautiful studio structures was inaugurated Jan. 15 when the new 5,000-watt transmitter of KFBK, Sacramento, Cal., one of the five stations operated by the McClatchy newspapers, went into operation. The new building houses three studios of most advanced design, all being of live and dead end type and the live end utilizing paneling of Australian mahogany. The paneling itself is unique in that each panel is fastened only at the ends and not at the sides, allowing it to vibrate freely as sound waves strike it.

The large auditorium studio is 30 feet wide, 40 feet long and has a ceiling of 20 feet. The two smaller studios are 18x30x14 feet. Six-inch thick rock wool is used in the acoustical treatment for the walls and ceilings. Each studio has its own separate control room and control panel with the master control room overlooking the larger studio. RCA speech input is used throughout, with some Western Electric and Brush microphones. The station's 350-foot vertical radiator was built by Truscon. It is the first broadcasting tower ever built of even cross-sectional diameter throughout. The transmitter is RCA.

At the inauguration ceremonies, G. C. Hamilton, who supervises all the McClatchy stations and is general business manager of the newspaper group, dedicated the new plant to the public service and made some pertinent remarks concerning newspaper affiliations with radio. Said he:

"We believe in radio. We feel that it will play an increasingly important part in the future as a medium for public service, entertainment and advertising.

"Our experience in operating a chain of radio stations, concurrent with the publication of a group of newspapers, has convinced us that each has a separate field; that neither ever will compete seriously with the other. Other publishers are finding this out. This is the reason why newspaper opposition to news broadcasting is breaking down. It is now recognized that headline news broadcasting stimulates, rather than reduces, newspaper reading."

Westinghouse Buys Ft. Wayne Stations

Purchases WOWO and WGL; Station Renews With CBS

AN AGREEMENT to purchase WOWO, Fort Wayne, Ind., half-time clear channel station, and WGL, Fort Wayne local, was reached Jan. 20 by the owners with Westinghouse Electric & Mfg. Co. The announcement was made by Walter C. Evans, manager of broadcasting for Westinghouse.

While no disclosure was made of the sale price, it was understood to be in excess of $150,000 for the two stations. WOWO is licensed to the Main Auto Supply Co., of which Fred C. Zieg, is head. Mr. Zieg personally has owned WGL which operates on 1370 kc. with 100 watts full time.

WOWO, a CBS outlet, operates with 10,000 watts on the 1160 kc. channel, sharing time equally with WWVA, Wheeling, W. Va.

The agreement to purchase, subject to the consent of the FCC, was reached following consideration of other offers by Mr. Zieg's company. It is understood that among the other bidders was George B. Storer, Detroit broadcaster and industrialist, who controls WWVA.

Mr. Evans, in announcing the agreement, declared that no substantial changes are anticipated in the organization or network affiliation of WOWO or of the local station. He said, however, that both transmitter and studio modernization would be undertaken if the FCC approval to transfer the licenses were obtained.

Westinghouse is the licensee of KDKA, Pittsburgh; KYW, Philadelphia and WBZ-WBZA, Boston-Springfield. The company is the pioneer in broadcasting, having launched KDKA as a regular station operating on daily schedule on Nov. 2, 1920.

In the negotiation of the WOWO-WGL purchase arrangement, it was indicated that Westinghouse, upon acquisition of the two stations, intends to keep them in Fort Wayne, and to operate them itself both technically and in a program way. The CBS contract with WOWO was renewed Jan. 29 for a one-year period, thus dispelling reports of a shift to NBC.

Big Hookup for FDR

ONE of the largest radio hookups in history was arranged for the President's Birthday Ball Jan. 30, with the nationwide networks of NBC and CBS joined by Mutual and many independent stations. The broadcast, scheduled for 11:30 p. m. to 12:30 a. m., included music by 13 outstanding orchestras. Anning S. Prall, FCC chairman, was honorary chairman of the National Radio Committee in charge of broadcasting the Birthday Ball. M. H. Aylesworth, vice chairman of NBC; William S. Paley, CBS president; Alfred J. McCosker, chairman of Mutual, and Leo J. Fitzpatrick, NAB president, were co-chairmen of the committee.

PRESIDENT ROOSEVELT on Jan. 23 signed the bill enacted by Congress authorizing a chief accountant, at $9,000 per year, and three assistants, at $7,500, for the FCC.

XUM

Catholic Stations In Frequency Row

FCC Postpones Action on the Protest Filed by WLWL

POSTPONING action upon a petition filed by WLWL, Paulist station in New York, which has the effect of reopening the feud with WWL, Jesuit station in New Orleans, the FCC Broadcast Division Jan. 28 extended for 30 days from Feb. 1 the experimental authorizations under which WWL, New Orleans and KWKH, Shreveport, La., operate full time on their respective channels. In the interim it will consider the petitions.

WLWL, in its petition filed Jan. 28, requested withdrawal of its consent under which WWL and KWKH, both CBS outlets, are permitted to operate full time. WLWL operates the equivalent of two hours daily on the 1100 kc. channel.

The WLWL petition for relief was based upon alleged interference resulting from the operation of KWKH on the 1100 kc. clear channel. WPG, Atlantic City, is the dominant station on 1100 kc. and did not withdraw consent for KWKH's experimental operation.

WWL, licensed to Loyola University, is operating full time on the 850 kc. clear channel which it formerly shared with KWKH. In both instances, the experimental authorizations specify that the stations will revert to their former assignments at any time without hearing, upon 10 days notice.

Strong Language

IN THE petition for relief, which finds the Paulist Catholic order pitted against the Loyola Jesuits, strong language is used. Contention was made that WLWL was "misled" into giving its consent to the operation of KWKH on 1100 kc., which it alleges made possible the full-time operation of both stations. Moreover, it stated that WWL had given assurances that the two stations would operate simultaneously on the 850 kc. channel used by WWL.

As grounds for its petition, George O. Sutton, counsel for the Paulists, said: "It is enough to say that Station KWKH is now causing serious interference within the normally protected service area of station WLWL and without just cause or reason."

In the lengthy petition, mention was made of the pending application of WLWL for full-time on the 810 kc. clear channel to be effected through a realignment involving upwards of 50 stations. This was vigorously opposed at hearings last year by a dozen of the stations primarily concerned.

It was alleged that WLWL's service area is seriously curtailed "by a station which was assigned to this frequency partially due to a consent obtained under false pretenses and without the promised cooperation given at the time the consent was obtained." WWL also was attacked in the petition for broadcasting programs "carrying false and misleading advertising, using the mails in furtherance of the sale of an insurance policy from a concern which is not licensed in Louisiana, carrying programs which have been declared to be unfair competition, and advertising various forms of nostrums inimical to the public health and welfare."

WLWL has been in litigation before the FCC for several years seeking improved facilities. It also has taken its case to Congress, and in a measure induced the action which resulted in the recent efforts for an investigation of the FCC. An answer to the Paulist petition, using just as strong language, was filed in behalf of WWL Jan. 23. First, it was contended that WLWL made no complaint of interference until its petition was filed, in spite of the fact that the experimental operation of KWKH on 1100 kc. had been in progress since September 25, 1934. The "good faith" of WLWL in filing the petition was questioned. It stated that the argument for additional hours for WLWL is so interwoven in the petition for relief that "one cannot help but realize that 'additional hours of operation' is the foremost thought in the mind of the author of the petition, and that the belated origination of a complaint of interference is merely a tool intended to assist petitioner in its demands for additional hours of operation regardless of the injury to other broadcasting stations."

WHEN GOTHAM LIGHTS DIMMED

Candles Are Pressed Into Service; Disc Turntables Put Out of Commission by Power Failure

WHEN for the first time in the history of New York City one-half of the city was without electric lights during the late afternoon and most of the evening of Jan. 15, all the territory above 59th Street that depended on alternating current for their light supply was in darkness; most stations were only temporarily without power for lights, but used their emergency equipment to supply current to the studio microphones and amplifiers.

NBC was without lights within the studios of Radio City for about six minutes in the afternoon, which temporarily interrupted the programs then being broadcast. Flashlights and matches soon were brought into use and musicians and speakers resumed their programs. The CBS lighting system dimmed during the late afternoon, but otherwise everything went according to schedule.

WNEW, located across the street from the CBS studios, reported the same condition, but WNEW was broadcasting transcriptions and the current available would not turn the discs fast enough to be audible.

WINS reported that a jolt interrupted their broadcast schedule for about a second but there was no other trouble the rest of the night.

The two stations hardest hit were WBNX and WLWL, both having studios within the area most seriously affected. WBNX was off the air for 12 minutes, until recorded programs were put on the air from an auxiliary studio in New Jersey where the transmitter is located. Power was restored to the Bronx studio at 5 p. m.

WLWL was without lights for the length of their evening schedule, 6-8 p. m. This made their turntable useless and the station had to build two new studio shows. Flashlights were used to signal from the control room to the studios and candles were used by the orchestras. The station checked for time with the telephone company, their clocks having stopped.

Practically every station broadcast special bulletins relating to the light trouble in an effort to alleviate the tremendous amount of calls that were being received by the police and other city departments, as well as the Edison Co. In connection with the failure of the lighting system the air conditioning of all the radio studios was inoperative.

Every station in New York sent couriers to garner candles for use in the event of further trouble. WOR, WHN, WEVD, WMCA, and WNYC reported they had no trouble.

Samuel Insull Proceeds With Plan to Organize Network in the Midwest

ORGANIZATION of the Affiliated Broadcasting Co., Samuel Insull's proposed network of low-powered stations covering the three Midwest states of Illinois, Indiana and Wisconsin, is said to be nearing completion. Mr. Insull still refuses to make any statement except that plans are progressing, but it is reliably reported that contracts have already been received from 17 stations and that the remaining stations with which the ABC is dickering have agreed to the network's terms and will sign up within the week.

The old WENR studios in Chicago's Civic Opera Building, scene of Mr. Insull's first radio venture, are being remodeled to include offices for the executives of the new network as well as studios from which programs will be sent out to member stations. While Mr. Insull has been deluged with applications for positions, no appointments have been made and will not be until all the details of the station organization have been settled. Work on the lines that will connect the member stations will also be begun as soon as the organization is completed, and it is now predicted that the first ABC program will be put on the air sometime in April.

On hand to welcome Mr. Insull when he returned to the quarters of his former station was Irma Glen, WENR, first staff organist, who went to work there in 1927 and who has stayed on in the same studio ever since, where she originated her organ and dramatic programs for NBC. She will continue to use this studio until NBC's new organ studio, now nearing completion in the Merchandise Mart, where their Chicago headquarters are located, has been finished and the Wurlitzer organ installed and tested out. This will probably be late in February.

CBS in 1935

CBS added five stations to its roster of 95 during last year while more than half of the affiliated stations improved their positions technically, according to an announcement Jan. 17. Stations added were WJR, Detroit, WWL, New Orleans, KRNT, Des Moines, WMMN, Fairmont, W. Va., and WSMK, Dayton.

New Virginia Net Signs Lorillard Co.

Maker of Old Gold Cigarettes To Sponsor College Sports

FORMATION of the Virginia Broadcasting System comprising five stations in the Old Dominion State was formally announced Jan. 24 coincident with the signing of P. Lorillard Co., New York (Old Gold cigarettes) covering sponsorship of University of Virginia athletic activities for two hours each Saturday from Jan. 25 to March 28. The account was placed by Lennen & Mitchell Inc., New York.

Stations in this state network are WCHV, Charlottesville; WBTM, Danville; WLVA, Lynchburg; WGH, Newport News, and WPHR, Petersburg. Hugh M. Curtler, manager of the Charlottesville station, is manager of the system and was the moving spirit in its organization. Ovelton Maxey, formerly manager of Aerial Publicizing Inc., New York, has been named commercial manager of the network.

The Old Gold account covers broadcasts from the University of Virginia gymnasium from 7:30 to 9:30 p. m., although several broadcasts probably will be originated from other points. A. T. & T. lines have been leased for a year and several hours of network operation per day will be inaugurated as expeditiously as the schedules of individual stations can be cleared, it was stated.

Aerial Publicizing Inc., will act as representatives for the chain, having coverage facilities in New York, Boston, Chicago, Detroit and San Francisco. Spangler & Berry, of Washington, will cover Washington, Baltimore and Philadelphia. The organization meeting was held in Richmond Jan. 24. Representing the stations in the system, aside from Mr. Curtler, are E. Ellsworth Bishop, WGH; E. A. Allen, WLVA, NAB vice president and president of National Independent Broadcasters Inc.; S. C. Ondarcho, WBTM, and J. L. Stone, WPHR.

LOUISIANA HOOKUP COVERS ELECTION

CULMINATING in an Election Day hookup Jan. 21 that ran continuously from 7 a. m. to midnight, the Louisiana Broadcasting System, comprising seven Louisiana stations keyed mainly from WDSU, New Orleans, carried a total of 35 hours of political broadcasts in the keenly contested campaign to decide whether the Huey Long machine should be retained in power. One of the feature broadcasts was a recording of Huey's voice.

Most of the addresses by the candidates and their spokesmen were sponsored, thus proving a big aid to Louisiana stations in a financial way. The hookup, according to Joe Uhalt, operator of WDSU, gave complete coverage of the state. In addition to WDSU, the stations linked were KWKH or KRMD, Shreveport; KVOL, Lafayette; WJBO, Baton Rouge; KLMB, Monroe; KALB, Alexandria; KPLC, Lake Charles. Besides the full network special hookups of two, three and four stations were also used.

You CAN'T LOSE . . .

Placing an advertising campaign with KWK is the same as holding a royal flush in a game of straight poker. You Can't Lose! When you let KWK handle your advertising for this important St. Louis area, you may be sure of results. KWK is known as the station that gets RESULTS. Why not let us arrange an advertising campaign for you?

KWK

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.

Representative

PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

Department Store Tries Novel Stunt And Boosts Sales

SOME said it couldn't be done. But Trask, Prescott & Richardson Co., Erie, Pa., department store, thought otherwise when it sent a one-paragraph letter to NBC last winter, asking for a list of nationally advertised goods advertised over NBC networks, with the idea of displaying these goods in store windows, counters, elevators, etc.

Checking the NBC list, Howard J. Holcomb, advertising manager, found that his store carried 24 items sold by 16 NBC sponsors. He sent letters to the 16 sponsors asking for any merchandising kits they could supply to merchandise their programs.

All advertisers responded with alacrity and considerable enthusiasm. Some even assumed the cost of full-page advertisement in local newspapers to tie in with the plan.

A daily list of NBC programs was run in the regular department store copy and special weeks were declared. At no time did the store increase its newspaper space to plug this promotional program. The price range of these 24 products ran from 5 cents to $175, and included such products as vacuum cleaners, fertilizer, soaps, washing machines, floor polish, toothpaste, face lotions, clocks, etc.

A resume of the increase in sales directly traceable to the special "weeks" idea follow (% increase compared with same week in 1934):

Week of

Jan. 14—Johnson's Glo-Coat....40%
Mar. 4—Lux, Lifebuoy.....110%
Mar. 11—Bab-O 200%
Mar. 18—G-E refrigerators.....25%
Mar. 25—Vigoro (fertilizer)....300%
Apr. 1—Hoover vacuum cleaner.92%
Apr. 8—Palmolive soap.....35%

National Retail Dry Goods Association figures show that department stores in communities of 25,000 population buy about the same linage as stores in cities of 100,000, the differences coming in the lower linage rates offered by the newspapers in smaller cities.

Cost of the posters and other materials used by the store was negligible, the increase in sale more than warranting the effort. In addition to the seven products listed for special "weeks" the other NBC items merchandised showed increases over 1934 up to 25%. The average increase was 11.1%.

CBS Not "Mad" at All

BY A CURIOUS irony, part of the Republicans' first radio dramatic skit *Liberty at the Crossroads* found its way on the network waves even after it had been turned down as a sponsored network feature. An alert *March of Time* editor culled an excerpt from the sketch and it was broadcast over CBS the night after its debut over WGN as a commercial feature. Another ironical twist was Republican Chairman Fletcher's inability to tune in WGN at his Washington home, which was due to some flaw in his receiver because WGN usually can be heard fairly well in the capital. This led Harry Butcher, CBS Washington vice president, to offer to send a technician to Mr. Fletcher's house to fix his set. The Republican chairman accepted and the fixing was done by Clyde Hunt, CBS ace control operator who usually handles all presidential broadcasts.

Lye Spots in Midwest

PENNSYLVANIA SALT Mfg. Co., Chicago (Eagle and Lewis lye), is using radio to back up its contest advertising in farm papers. Three full-page advertisements, one each in January, February and March, in the papers are followed by 12 spot announcements, broadcast each week-day for two weeks of each month. Two contests are being conducted, one in Oklahoma and the other in the Midwest farm belt generally. In Oklahoma the sponsor is giving away pure bred Hampshire boar and sow, named Sir Eagle Lye and Lady Eagle Lye, as first prize, and five gifts and 63 cash awards. Announcements on stations KADA, KASA, KVSO, and KFPW tell listeners who would like to win a pure bred boar and sow to read the ad in the *Oklahoma Farmer* or write to the station for details. This contest is also merchandised with three weekly five-minute talks over KWKH. The Midwest contest is similar except that the main prize is a pair of Poland China hogs, Sir and Lady Lewis Lye. Six farm papers are used, backed up with announcements over WAIU, WLS, WHO, WCCO, KMMJ, and WIBW. L. W. Ramsey Co., Chicago, is the agency.

PAPER IN ATLANTA SEEKS RADIO ANEW

LIKE the *Birmingham News*, which in the early days of radio was the owner of what is now WAPI, the *Atlanta Constitution*, once owner of WGST, is planning to reenter the broadcasting field. The Atlanta newspaper has applied to the FCC for authority to erect a new full-time station in that city to operate with 1,000 watts on 590 kc. The *Birmingham News* is an applicant for authority to purchase WSGN, Birmingham 100-watter.

Clark Howell, publisher of the *Atlanta Constitution*, some years ago gave WGST to the Georgia School of Technology to be operated as an educational station, but the university later leased it to commercial operators. Victor Hanson, publisher of the *Birmingham News*, gave WAPI to the University of Alabama and Alabama Polytechnic Institute, but those institutions also leased the station to commercial operators when they found they could not support it.

Among other recent newspaper applicants for new stations are the Auburn Publishing Co., publishers of the *Auburn* (N. Y.) *Citizen-Advertiser*, seeking a new full-time 100-watt station on 1420 kc., and the *Tampa* (Fla.) *Tribune*, seeking a new station on 550 kc. with 1,000 watts night and 5,000 day; also the *Niagara Falls* (N. Y.) *Gazette*, seeking 250 watts day on 630 kc., and the Dubuque (Ia.) *Telegraph-Herald*, seeking 500 watts day on 1340 kc. (Full list of pending newspaper applications to Jan. 1, 1936, published in the Jan. 1 issue of BROADCASTING.)

Wasey Products Spots

WASEY PRODUCTS Inc., New York (Zemo, Musterole) began a series of 15-minute transcription programs over 12 stations in the East and South on Jan. 13. The discs, made by RCA-Victor and featuring *Carson Robinson and His Buckaroos*, are being broadcast three times a week with the exception of WLW, Cincinnati, which has a twice weekly schedule. The campaign, signed for 13 weeks, supplements the regular *Voice of Experience* program on CBS. Stations used are: WLW, WGY, WMC, WAPI, WJAX, WRVA, WWL, WHO, WSB, WSM, WFAA-WBAP, KVOO. Erwin, Wasey & Co. Inc., New York, placed the account.

FAA Advertising Rules Contain No Restrictions On Media for Advertising

RULES governing advertising of distilled spirits, approved by the Secretary of the Treasury, Henry Morgenthau Jr., were announced Jan. 22 by the Federal Alcohol Division. They forbid false or misleading statements; disparaging of competitors; obscene or indecent matter and define various terms used in describing spirits. Statements as to curative and therapeutic effects are barred if untrue in any particular or misleading.

No mention is made to limit media which the industry may use, under the terms of the regulations. Members of the Distilled Spirits Institute, former code authority of the distillers and now the industry's trade association, recently voted to cease using radio and are now being polled on their sentiments as to Sunday newspaper advertising. Dr. J. M. Doran, administrator of the Institute, stated Jan. 25 that its members have entirely ceased using radio, so far as he can learn, although some rectifiers and wholesalers are continuing to use the medium.

Sterling Products Inc., New York (Phillips Milk of Magnesia tablets) has taken over the WHN *Amateur Hour* with Jay C. Flippen as master of ceremonies, formerly sponsored by Schenley Products. The program is still broadcast Tuesdays, 7-8 p. m., and is signed for 13 weeks. Blackett-Sample-Hummert Inc., New York, placed the account.

OvenReady Plans Tests

BALLARD & BALLARD Co., Louisville (OvenReady Biscuits, Obelisk Flour, etc.), has placed its advertising with Henri, Hurst & MacDonald Inc., Chicago. A campaign for OvenReady Biscuits will be launched in test markets in New England, Midwest and the South early in 1936, using newspapers and radio. For the present the broadcast part of the campaign will consist of participation in household programs.

THOS. P. LaMONICA & ASSOCIATES, public relations organization of Easton, Pa., announces its entry into radio publicity for national advertisers. Offices are maintained in New York, Palm Beach and Beverly Hills and one is contemplated in St. Louis.

STUDIO MURALS AT WIBM — Not all that is modern and fresh in radio comes from metropolitan centers. Thus, WIBM, Jackson, Mich., built its studios in oversized display windows on a busy street corner. And now, striking murals decorate the inner wall of that studio. The murals were painted by Allan Thomas, a new figure in American decoration and a native of Michigan. His work has a distinct modern flavor but there is no obvious tracing of foreign influence in his painting. In the large center panel, the figures of a religious leader, athlete, actor, singer, sports announcer and musician symbolize the programs of the day. Behind these figures, the character, range and tempo of the audience reached by radio are represented, in streamlined train and airplane, modern architecture, colonial hall, church, remote and isolated village and farm home. In the two companion panels, the electrical genius behind radio is depicted by engineers at a studio control board, by tower, tubes and circuit; and the essential poetry, the emotional demand for radio, by the figures of musicians, instruments and winged horses. The three panels are 38 feet long.

KDKA's Home Forum is a gold mine for Advertisers. *Broadcasters say of it . . .*

"It is highly gratifying that your station is now producing returns at a lower cost per return than any of the twelve stations on the air."

S. O. S. COMPANY

"I wish to take this opportunity to congratulate you upon the success of your broadcasting our Sur Grip Masons. Orders are coming in 'way beyond our expectations."

BROCKWAY SALES COMPANY

"I cannot tell you how thoroughly delighted we are with the way you are cooperating. We actually count you as a member of our organization."

ALLAN-KNAPP, INC.

KDKA

50,000 WATTS
PITTSBURGH

KDKA's potential circulation is 954,500 radio families according to the New NBC Method of Audience Measurement, by areas.

KDKA is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WGY,** Schenectady • **WBZ-WBZA,** Boston and Springfield, Mass. • **WRC, WMAL,** Washington, D. C. **WTAM,** Cleveland • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KPO, KGO,** San Francisco.

NBC Thesaurus Recorded Program Information Available At All These Stations.

Merchandising Notes

Hats for Millions—Tarzan and Milk—In Your Bathroom—The Mystic Code—Tricks With Bisquick

TEXAS Co., New York (Texaco) recently turned over the New York Hippodrome, scene of its Jumbo broadcasts on an NBC-WEAF network, Tuesdays, to citizens of Danbury, Conn., home town of P. T. Barnum. Four trainloads of Danbury folk came to New York, all wearing Fire Chief hats which they wore on the train, all over New York, and at the broadcast. Texas Co. has given away some 5,000,000 Fire Chief hats.

* * *

LOS ANGELES Bureau of Power and Light, city-owned, with a twice-weekly afternoon half hour on KFI, has supplemented the radio series with a semi-monthly eight-page leaflet of recipes. The radio programs are conducted by Agnes White and Ann Martin, who will collate the recipes and issue them in printed form two weeks after the broadcast. The all-electric kitchen is the theme of the series. While the city bureau does not itself sell electrical appliances, it uses the program to plug electricity and to suggest that fans go to their neighborhood dealer. Fifteen thousand of the leaflets are being distributed through electrical stores and downtown department stores. No attempt is made to mail them. Listeners must go in person to their dealer. Card signs and leaflet displays have been distributed to all dealers.

* * *

PISER FURNITURE Co., New York, disappointed at response for a free booklet offered on its WMCA program, was about to go off the air. On the last program, however, listeners were told to write in for a valuable gift and picture of a movie star. Responses quickly passed the thousand mark and the sponsor decided to stay on the air.

* * *

DOW DRUG Co., Cincinnati, sponsoring a series of quarter-hour bridge lessons on WKRC, Cincinnati, thrice weekly, has a tie-up whereby United States Playing Card Co. prints the lessons in return for display space on the reverse side of the printed sheets.

* * *

TO PUBLICIZE their new radio serial, *Tarzan of the Apes*, on WHIO, milk dealers and producers of Dayton and vicinity held a theatre party for Miami Valley children at which time the film *The New Adventures of Tarzan* was the feature. Admittance was by milk cap. On the day prior to the show, 60,000 hand-bills were distributed by milkmen advertising the radio program and theatre party. By curtain time more than 15,000 children were lined up for several blocks on each side of the movie house. Instead of the one performance scheduled, three were presented during the morning. Following each movie the children were directed to the WHIO studios where they made application and were given cards signifying they were charter members in the "Tarzan" club.

SOUTHERN DAIRIES Inc., Washington (ice cream), sponsoring a child program on WDBJ, Roanoke, Va., for a half-hour Saturday mornings, has a "Boys' and Girls' Safety Club of Roanoke", broadcast from the American Theatre. Children are admitted for 5 cents, which entitles them to see the broadcast and remain for the 10:30 a. m. show. Attendance varies from 1,200 to 2,000.

Youngsters are admitted to membership in the club after they have repeated from memory certain safety pledges. They are given a club badge and those who have talent are used in the programs. About 500 now belong to the club. They have elected their own officers and participate in the broadcasts. Prominent speakers give two-minute safety messages.

* * *

CARBORUNDUM Co., Niagara Falls (abrasives), is offering a free booklet entitled *The Romance of Carborundum*, and a souvenir carborundum sharpening stone in a leather case for a box or the printed end of any carton which contained a carborundum product. No proof of purchase is necessary to receive the booklet.

* * *

A SPECIAL issue of the *NBC News Service* was prepared for distribution by members of the building trades to herald the coming of the one-time Johns-Manville program broadcast Jan. 13 over an NBC-WEAF network. Ten thousand copies of the extra issue were sent to prospects and dealers.

* * *

DURING 1935 WOR, Newark, received 980,000 pieces of mail from radio listeners. This does not include mail that was dispatched direct to sponsors or agencies.

CAMPANA Corp., Batavia, Ill. (Italian Balm), has arranged with Western Union for messengers to install dispensers in homes in some 5,000 communities. A call to Western Union brings a specially trained messenger with kit. Western Union will charge the customer ten cents, Campana paying the remainder of the cost. Dispensers may be installed on wood or tile walls without the use of screws.

Some 2,500,000 dispensers already have been installed and another 2,000,000 are expected to develop from the new service. Dealers are offered a special merchandising deal to meet refill business. The new promotion was to be advertised on Campana's two network programs starting Jan. 31 as well as in 20 national magazines.

Mary Morgan, director of Campana's new "Institute of Personality and Charm", offers listeners a series of 50 bulletins giving advice on personal problems. Bulletins may be obtained in exchange for a complete carton from the standard size Italian Balm or Dreskin, or for three small cartons.

* * *

GENERAL MILLS Inc., Minneapolis, using both network and spot radio, has offered a 40-page cook book "Take a Trick a Day With Bisquick", containing illustrated recipe material, in exchange for a box top from a Bisquick package.

* * *

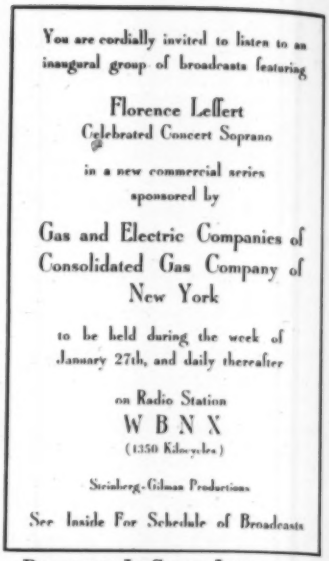
SACHS Co., New York furniture store, frequently sponsors benefit broadcasts on WMCA, that city, and uses other stations for foreign language programs. One of the oldest Gotham radio users, Sachs male harmony trio, has given more than 4,600 programs on WMCA. The store has been on WMCA since 1924 and has just renewed for three years for programs every day except Monday.

* * *

COOPERATING with Liggett & Myers Tobacco Co., WBT, Charlotte, N. C., is distributing the sponsor's booklet concerning the Chesterfield program.

Promoting Gulf Refining Products With Comic Sheet

GULF REFINING Co., Pittsburgh, broadcasting Sunday evenings on CBS with Phil Baker, puts out four-page tabloid size colored "funnies", like this one. The Phil Baker show is promoted both in the comic strip and on display items on the bottom of the first page. Balloons in the strips do not promote Gulf but the last page is reserved for the sponsor. The Gulf comic sheet has a circulation of 2,500,000 copies and is distributed free at Gulf stations. Young & Rubicam is the agency.


You are cordially invited to listen to an inaugural group of broadcasts featuring
Florence Læffert
Celebrated Concert Soprano
in a new commercial series
sponsored by
Gas and Electric Companies of Consolidated Gas Company of New York
to be held during the week of January 27th, and daily thereafter
on Radio Station
W B N X
(1350 Kilocycles)
Steinberg-Gilman Productions
See Inside For Schedule of Broadcasts

Programs In Seven Languages

TO REACH New York City's polyglot population with its sales and institutional messages, Consolidated Gas Co. of New York, big metropolitan gas and electric utility holding company, on Jan. 27 began a daily series of programs in a different language each day over WBNX, New York, for a period of 13 weeks. Starting Mondays with Hungarian, the programs are successively in German, Italian, Spanish, Greek, Jewish and Polish, featuring Florence Leffert, concert soprano who knows 22 languages. Auxiliary announcements are in English, each program being designed to reflect the taste and temperament of the nationality represented. Illustrated here is the panel from the front cover of the utility's announcement of the program, prepared in formal invitation style.

YALE OIL Corp. of Montana, quickly exhausted its supply of 10,000 Will Rogers photographs after offering them through three announcements of KGHL, Billings, Mont.

* * *

CARLSBAD CRYSTAL Sales Co., New York (salts), received 12,140 responses from three afternoon announcements on WBAL, Baltimore, in the first week of sponsorship of the *Johnson Family*. A sample of the salts was offered, as well as a picture of the script author and cast. Offer of hymnal book by Meadowridge Memorial Park, sponsoring a Sunday afternoon series, drew some 500 requests on the first program.

* * *

WOR LISTENERS to the number of 68,799 went to grocers in a week in mid-January to get applications for the mystic code announced on the MBS *Omar the Mystic* program sponsored by Purity Bakers Corp., Chicago.

SOUTHERN CALIFORNIA FLORAL INDUSTRIES, Los Angeles, a cooperative group of flower growers, wholesalers and retailers, early in February will present for six months a weekly series on KHJ, Los Angeles, through W. Austin Campbell Co. It will be in drama form and will be created as a goodwill broadcast rather than a direct sales effort.

Now serve your listeners

Fresh MUSIC!

in your recorded programs

. . . from the vital and varied transcriptions of the new

If you have become ear-weary from the hackneyed style and constant "re-hash" of recorded program libraries, you have a thrill coming in these new, different and diversified recordings by **ASSOCIATED.** Fresh music from the masters and the moderns; fresh, distinctive orchestrations and arrangements; first-chair musicians under the batons of outstanding conductors, and fresh talent in vocal solos and choruses.

Now available Over 1400 titles! - - - more than 50 hours of continuous playing time!

Included in the initial library of **ASSOCIATED RECORDED PROGRAM SERVICE** are more than 1400 titles—carefully picked selections that are always **good programming.** These total more than 50 hours of continuous playing time . . . with constant diversification.

From Symphonies to Swing Bands

This unusual recorded service already comprises 16 different classifications of musical types and combinations, including large symphony orchestras, chamber music, Gypsy ensembles, organ music (both church and theater), operas, musical comedies, spirituals, sophisticated Continental dance music, swing bands, military bands, martial music and various novelty combinations.

The "Tops" in Talent

Only leading artists of radio and "first-line" name orchestras have been used in these recordings—such names as Emil Coleman, the Dorsey Brothers, Isham Jones, Louis Katzman, Sam Lanin, Edwin Franko Goldman, etc.—all favorites with listeners and synonymous with Broadway and Hollywood.

Three-dimensional recording with quieter surface!

Western Electric Wide-Range-Vertical Cut (Hill and Dale), recorded under license by Electrical Research Products, Inc. And pressed on VINYLITE—**the material with the quieter surface.**

produced by **ASSOCIATED MUSIC PUBLISHERS, Inc.**

25 WEST 45th STREET • NEW YORK CITY

WRITE FOR FULL INFORMATION

"Let George do it" with proved stations

Each station listed has a record for obtaining splendid results . . . popular broadcasting supported by one hundred per cent co-operation in merchandising assistance.

WHEN YOU WANT

Program Ideas
Distributing Help
Merchandising Plans
Rates and Honest Coverage Figures
Buyers, not just listeners
Facts, not fancies.

KARK —Little Rock, Ark.
WIL —St. Louis, Mo.
WSPA —Spartanburg, S. C.
WJBK —Detroit, Mich.
WEBC —Duluth, Minn.
WMFG —Hibbing, Minn.
WHBU —Anderson, Ind.
WBOW —Terre Haute, Ind.
WHBF —Rock Island, Moline, Davenport, E. Moline

Northern California Broadcasting System
KJBS —San Francisco, Cal.
KQW —San Jose, Cal.

'PHONE OR WRITE

George Roesler

Radio Station Representative

360 N. Michigan Ave. Chicago Central 8020
238 General Motors Bldg. Detroit Madison 2717

Association Is Organized By Stations in Montana

Mr. Craney

MONTANA stations have formed the Montana Association of Broadcasters as a state unit of the NAB, it was announced Jan. 23 by Mrs. Jessie Jacobsen, manager of KFBB, Great Falls, who was elected secretary - treasurer. The organization was formed at a meeting in Helena in January at which all stations in the state were represented.

Elected president was Ed Craney, manager of KGIR, Butte. Arthur J. Mosby, manager of KGVO, Missoula, was elected vice president. The three officers will serve as the executive committee. Monthly meetings are planned. Others present were Don Trealor, owner, KGEZ, Kalispell; C. O. Campbell, owner KGHL, Billings, and Ed E. Krebsbach, owner of KGCX, Wolf Point.

Program Crusade Reopened by FCC

REOPENING its "program crusade" after several months of quiescence, the FCC Broadcast Division Jan. 28 granted temporary licenses to a number of stations pending investigations of certain programs. One station — WAAW, Omaha—was set for hearing on program questions.

Sterling Casualty Life Insurance Co., Chicago, using spot announcements on a number of stations, was the account mainly under surveillance in the new campaign. This account, featuring "penny-a-day" insurance, it was learned at the Postoffice Department, now is being "investigated", but no action of any character has been taken. It was stated at the Department that at this time it cannot be said whether the company's operations are such as to warrant punitive action by it, and that it neither has a clean bill of health nor a citation. In its radio continuity the company solicits sales, and the Postoffice Department's investigation is centered on that phase.

Among the stations given 90-day licenses on Jan. 28 pending investigation, are WHO, Des Moines; WJR, Detroit, WLS, Chicago; KMMJ, Clay Center, Neb.; WWVA, Wheeling, W. Va. WAAW, whose renewal was set for hearing, has an application pending for assignment of license to the Nebraska Broadcasting Co., a subsidiary of the Omaha *World-Herald*.

Among other temporary renewals ordered by the Broadcast Division Jan. 28 were WCFL, Chicago, operated by the Chicago Federation of Labor, for 30 days, and WATL, Atlanta, for 60 days.

DR. ARTHUR E. KENNELLY, professor emeritus of electrical engineering at Harvard and co-discoverer of the Kennelly-Heaviside layer, ionized "ceiling" in the upper atmosphere from which radio waves are reflected back to earth, accounting for skip distance effects, on Jan. 28 was awarded the Mascart Medal at the New York convention of the American Institute of Electrical Engineers.

Brooklyn Case Deletions Delayed for Third Time; Newspaper Acquires Two

A THIRD postponement of the effective date of its decision ordering deletion of three stations in the so-called "Brooklyn case" was authorized Jan. 21 by the FCC. Scheduled to become effective Jan. 22 at which time WBBC, the fourth of the stations on the 1300 kc. channel, and the *Brooklyn Daily Eagle*, a new applicant, would share the facility, the FCC postponed the effective date until Feb. 6.

Simultaneously, it was learned, the Jewish - language newspaper *The Day*, of New York, has purchased 51% of the stock in WLTH and WARD from their present owners, subject to FCC approval. The purchases, it is understood, were made from Samuel J. Gellard, president of WLTH, and Rabbi Aaron Kronenberg, principal owner of WARD.

Prior to its postponement action, the FCC Jan. 15 overruled motions of WLTH and WARD for oral arguments in support of petitions for rehearing subsequently filed. It had also denied an application of WVFW for rehearing, after the station had announced that control had been disposed of to the Veterans of Foreign Wars.

On Jan. 21, WEVD, New York, operated by the Debs Memorial Radio Fund Inc., and affiliated with the *Jewish Daily Forward*, filed with the FCC an application for rehearing. The station has requested the facilities of the four Brooklyn stations, as against its present part-time operation assignment. Contention was made that the FCC, in its decision, overlooked or failed to consider certain material questions in connection with the WEVD application, which had been denied. The application, it was held, asked not only for full time for WEVD on the 1400 kc. channel, but for full time on its present assignment of 1300 kc. if stations now on that wave could be shifted to the 1400 kc. channel.

The petitions for rehearing filed by WARD and WLTH held that the FCC decision ordering their deletion was "unjust and unwarranted" and that the findings were arbitrary and capricious. In each petition there was set forth certain provisions of both NBC and CBS contracts with affiliated stations on clearance of time. The FCC decision had cited so-called "block-selling" of time on the stations to be not in the public interest.

It was contended that the networks follow the general procedure complained of in the cases of these stations on a "grand scale", including procuring of talent, sale of time to advertisers, production and announcing, with the network retaining "more than 40% of the total amount realized from broadcasts and out of its share compensates the talent and others assisting in the programs."

THE world's 1,521 broadcasting stations during the fiscal year 1934-35 consumed 2,420,000,000 kw. hours of electrical current, radiating 9,638 kw., and their total power bill ran $165,000,000, estimates Arthur Burrows, secretary-general of the International Broadcasting Union, Geneva.

This Map SHOWS SOME SIGNIFICANT FACTS ABOUT RADIO IN SOUTHERN CALIFORNIA...

Completely surrounded by snow-capped mountains, barren deserts and a large, wet ocean, the Los Angeles market is peculiarly isolated from the rest of the world. Hence radio station power is a secondary consideration because the cream of this market is concentrated within a radius of only 60 miles. Consider these facts.

1. Within the 30-mile inner circle are 2,318,525 people, including the rich communities of Hollywood and Beverly Hills—175,000 people having an average family income in excess of $5000 per year.

2. Within the 60-mile outer circle are 2,587,102 people—81% of the entire population of Southern California. The per capita buying power in this area is $1351—the second highest in the United States. The average Los Angeles family spends more each year for retail merchandise than the average American family earns.

For economical, thorough coverage of this great market, choose KFWB—Los Angeles' favorite independent station. Alert advertisers are getting outstanding results from KFWB because it has power enough to do the job; because its rates are lower; and because its motion picture tieup and program policy attract a large, responsive audience.

This map, beautifully printed in colors, will be sent on request to anyone interested. Write for your copy.

KFWB

LOS ANGELES

Owned and Operated by WARNER BROS. MOTION PICTURE STUDIO

FREE & SLEININGER—*Exclusive Representatives*

Right of NBC, Texas Co. To Scripts of Ed Wynn Sustained in Uproar Case

DECREE of U. S. District Court, Massachusetts, restraining Uproar Co. from suing NBC and the Texas Co. for alleged conspiracy to prevent publication of a pamphlet called *Uproar*, containing radio scripts of the Ed Wynn programs sponsored on NBC by Texas Co., was upheld in a ruling Jan. 7 by the U. S. Circuit Court of Appeals for the First Circuit.

In holding that the Uproar Co. has no basis for a conspiracy action, Judge Morton sustained the lower court's finding that Uproar Co.'s publication of the scripts was a wholly unauthorized use of the material and of the name Graham, referring to Graham McNamee, stooge in the Texas Co. broadcasts.

Judge Morton found, however, that Wynn owned literary property rights in the scripts and had the general right to publish them, a right he had assigned to Keenan Products Inc., but ruled that Wynn was not at liberty to make any use of the scripts which would weaken or interfere with benefits which the Texas Co. might derive from its advertising under its contracts with Wynn.

In dissenting, Judge McLellan voiced the opinion that the lower court was without jurisdiction in equity to hear the case over the plaintiff's protest and that the plaintiff had the right to publish and sell the script by deleting reference to Graham McNamee.

Radio Staff for Second Season of San Diego Exposition

HERE is the radio staff of the California Pacific International Exposition at San Diego, which begins its second season Feb. 12, and will run 238 days. They operate the two radio studios and the 157-station loud-speaker system, sponsored by the Associated Oil Co. of Los Angeles.

Seated left to right are R. C. Coleson, announcer; D. D. Burr, Associated Oil Co., Los Angeles; Albert J. Trankle, sound control; Nellie Guentert, secretary; Clyde M. Vandeburg, director of radio, who will assume radio charge of the Texas Centennial when it opens this summer; Arthur Linkletter, manager, public address; Gary C. Breckner, manager radio. Back row (standing): G. M. Huber, deputy sheriff assigned to studios; Charles Douglass, technician; William Fritz, maintenance; Charles Phillips, technician; W. T. Brown, chief engineer for C. C. Langevin Co.; Robert Conroy, technician; William Dallin, engineer; Harry Kieth, chief technician, and Charles Mahan, announcer.

Last season, there were 478 broadcasts from the exposition, including 56 Coast-to-Coast, 89 Pacific Coast and 233 locals. Many of the programs were those of regular network sponsored carried from the fair grounds.

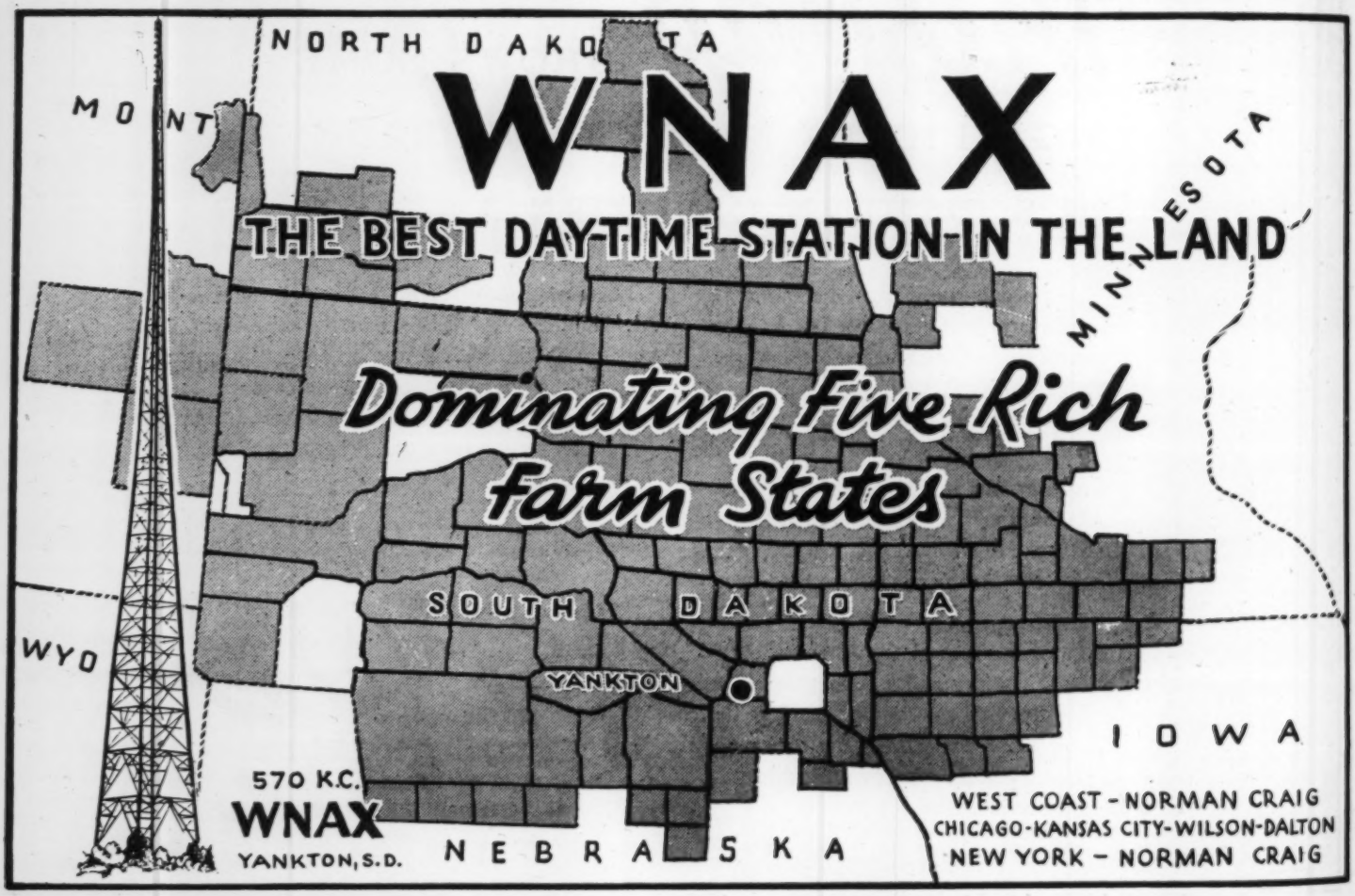
FORMERLY prohibited by U. S. Navy regulations from having any broadcasting stations, the Republic of Panama during 1935 authorized four short-wave broadcast outlets and on Jan. 1, 1936, licensed HP50 to operate commercially in the broadcast band with 25 watts on 1440 kc.

WJR Declares Dividend With $352,602 Earned

EARNINGS of $325,602 during 1935, equivalent to $2.50 per share, were announced at the January annual stockholders meeting of WJR, the Goodwill Station Inc., of Detroit, when all present officers were reelected. A dividend of 37½ cents a share was authorized payable Jan. 31 to stock of record Jan. 20. There are 130,000 shares of stock outstanding, currently priced around $28.50 per share.

Officers renamed are G. A. Richards, president; Leo J. Fitzpatrick, vice president and general manager; P. M. Thomas, secretary-treasurer. One new director elected was W. E. Hutton, representing the New York brokerage firm of W. E. Hutton & Co., which recently undertook to sell publicly 37,265 shares of common stock with a $5 par. As reported to the Securities & Exchange Commission in Washington, the corporation issued 28,065 shares to the underwriters, with an option to purchase another 9,200 shares when and if the FCC authorizes WJAR to acquire all the capital stock of WGAR, Cleveland, under same control but a separate corporation. The application to register the issue with the SEC was filed Nov. 14 and became eligible for public offering Dec. 4.

EFFECTIVE March 31, WJAR, Providence, R. I., is granted an increase in power to 1,000 watts, with directional antenna, under a decision handed down Jan. 28 by the FCC.



THE KITCHEN G-MEN ARE SELLING KROGER GROCERIES TO MILLIONS OF HOUSEWIVES ON

WHAS

MAGIC CARPET OF PROGRAMS

● Kroger's G-Men of the Kitchen ride WHAS' 50,000 Watts into millions of homes on Tuesday evenings. The dials are tuned in on WHAS for the bigger programs. These WHAS homes are clustered about Kroger Grocery & Baking Company stores in several States. The G-Men work scientifically in their "House of 1,000 Eyes," showing women, who buy 98% of the family groceries, how the Kroger Food Foundation selects for them only the very best, high-test products which are served on millions of tables daily. And WHAS produces thousands of letters from women in answer to Kroger's "Hot Dates In History" program, featuring Hot Dated Coffee each Monday and Friday evening. You, too, should cash in on this peak sales-producing coverage by WHAS ● in the radio-equipped homes of the rich Ohio Valley. WHAS' 50,000 Watts gives coverage plus. Daytime Coverage, primary and secondary, 3,461,100. Nighttime Coverage, primary and secondary, 4,339,280. And the plus market, outside of the Ohio Valley, gives you more than 20,000,000.

MILLIONS TUNE-IN ON WHAS FOR THESE FEATURES: Ford and Waring's Pennsylvanians; Lincoln and the Ford Symphony; Stewart-Warner Alemite and Heidt's Brigadiers; Pebeco and Eddie Cantor; Lady Esther and Wayne King; Dill's Best with Pick and Pat; Consolidated Cigars with Harv and Esther, and Teddy Bergman; Campbell's Tomato Juice with Burns and Allen; Liggett & Meyers Tobacco Co. with Lily Pons and Nino Martini; R. J. Reynolds Co. and Camel Caravan.

RIDE THE MAGIC CARPET
WHAS
TO THE FIRESIDES OF MILLIONS

★★★ LOUISVILLE • KENTUCKY ★★★

★★★★★★ CBS Basic OUTLET ★★★★★★

EDWARD PETRY & COMPANY • National Representative

W1XBS Joins Inter-City, Becoming Ninth Station

WITH THE addition of W1XBS, Waterbury, Conn., as of Feb. 1, the Inter-City Group, regional Eastern seaboard network, has acquired its ninth link. The high fidelity station, which operates on 1530 kc. with 1,000 watts, will serve the New Haven - Waterbury territory, filling in the gap between WMCA, New York key of the chain, and WPRO, Providence.

W1XBS was formerly aligned with the American Broadcasting System enterprise, which the Inter-City group, in effect, succeeded. It is owned by the Waterbury *American - Republican*. Besides those named, other stations in the Group are WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WMEX, Boston, and WLNH, Laconia, N. H.

KLO Added to NBC

KLO, Ogden, Utah, on Jan. 15 joined the NBC network as a supplementary Blue outlet, linking into the new NBC-WJZ transcontinental. Utah thus gets its second NBC outlet, with KDYL, Salt Lake City, remaining on the Red. The Ogden station operates with 500 watts on 1400 kc. Licensed to Interstate Broadcasting Corp., its controlling stock is held by A. L. Glassman, publisher of the *Ogden Standard-Examiner*.

WLAK is the call of the new 100 watt station on 1310 kc. at Lakeland, Fla., for which Lake Region Broadcasting Co. holds a construction permit.

Look, Mr. Advertiser!

By STATION BREAK

A DESK drawer is like a woman's pocketbook. Everything goes into it . . . good, bad and irrelevant. Cleaning it out is tantamount to the rediscovery of America. A good deal of junk and some amazingly fine things turn up.

Since the drawer reserved for this column's material became hopelessly congested, something had to be done about it. The results of the house cleaning appear herewith.

* * *

ORIGINALLY we intended to suggest some New Year's resolutions for advertisers and agencies, as well as for broadcasters. Our rough notes on the subject intrigued us so that we reproduced some of them.

* * *

BUYING programs by cerebration rather than by the wishbone is recommended to current and incipient sponsors. Your wife's first cousin, who sings, may be unacquainted with the psychology of the provinces. Do *you* still have intimate contact with it?

* * *

THE ZEROS in a station's wattage figure often signify little more than their name implies. Stations should be bought in terms of coverage and similar factors. This is for both advertisers and agencies.

* * *

REMEMBER that an advertising medium's responsibility ends when it provides an initial exposure of its circulation for your advertisement. The program is just as much your responsibility as is the printed advertisement which you insert in a periodical.

* * *

A 10% AUDIENCE may look small, but if it represents an average circulation per dollar expended greater than any other medium can provide, it is still a good investment. We Americans unduly worship percentages. Let's measure our effectiveness in terms of the thousands of listeners reached and the effect made upon them.

* * *

PRINTED words and written words *are* different. If we announced as we conversed. we'd do a much better job of fitting into the living room.

* * *

RADIO can furnish an amazing wealth of scientific data regarding listener habits. But why ask it to provide more information than you require of other media?

* * *

RADIO, as is any advertising, is but one portion of the entire sales program of the company. It will be most effective if intelligently coordinated with the rest of the program. Let's view it in that light.

* * *

A PARTING shot to the agencies. Did you consider spot as carefully, and study it as thoroughly as you should have, during the past year?

* * *

TURNING from suggested resolutions . . . We have two additions to the slogan and trade mark club. Have you noticed Socony-Vacuum's "at the sign of the flying red horse?" A few nights ago we were interested in hearing the use made of the slogan. "Better things for better living through chemistry." on DuPont's "Cavalcade of America" program. We thought it especially good for radio.

* * *

WE'VE noticed an increasing tendency on the part of broadcasters to explain their service and their problems to the public . . . in a professional and . . . thank goodness . . . unapologetic manner. Ted Husing's brief comments on the growth of broadcasting . . . similar items on other network programs . . . the WOR "Fireside Chats". . . are indications of the trend. Every station should do it. There's an old Biblical proverb regarding hiding lights under bushels which fits the case.

* * *

WE LIKE the Crosley idea of giving prizes for remarks regarding the worst program heard over WLW. It won't hurt any industry to look at itself "as others see us".

* * *

TWO FORMS of radio advertising which have achieved prominence in the South and West recently intrigue us . . . the broadcasting of tobacco and of live stock sales. Radio . . . the new aid to organized commodity markets!

* * *

IT'S BEEN a rather quiet experiment but we were more than a little interested at Pepsodent's presenting a half-hour variety show at a time of the day previously dedicated exclusively to juvenile drama. Perhaps someone will present some good dinner music for listeners some day. Don't forget that they said it couldn't be done when Pepsodent originally sponsored Amos 'n' Andy at the hour and in the manner they did.

* * *

"THERE'S a zest and tang to Campbell's tomato juice that you will find make it refreshingly different." We like that—its brevity, simplicity, easy to say and listen to, word choice. It tries to get over *but one idea*. Repeated over a period of several weeks at odd hours, one almost gets so that one can recite it. May we suggest it as a standard for spot announcements.

* * *

WE'VE been interested in seeing the *Saturday Evening Post* take to the air . . . and it revives our faith in the millenium. We also note with satisfaction NBC's cooperation with *Delineator*, *Stage* and *Esquire* in fashion broadcasting. Every medium has its legitimate place, and cooperation between media serves materially to strengthen advertising as a whole.

* * *

WE NOTICE that the U. S. Bureau of Labor Statistics will soon publish a survey of the manner in which consumers spend their income. It should be of interest to merchandising and sales research departments. We often wonder whether stations and radio advertisers are making all the use they might of the recent government reports with regard to such matters as retail sales and outlets, home ownership and equipment, the purchase and ownership of different types of commodities by various income groups and like material. There is a veritable gold mine of marketing and sales information being unearthed by the Government these days, more than has been provided in several previous decades.

* * *

IT'S THE little slips which make any industry human. We were delighted on New Year's Eve to hear Lawrence Tibbett dedicate his next song to England, Australia, New Zealand and the better part of the world, and to find the song to be "Down Among the Dead Men".

WSAI Being Transferred To Downtown Cincinnati

REMOVAL of WSAI, Cincinnati, little sister station of WLW, owned by the Crosley Radio Corp., from its present transmitter location at Mason, O., to the heart of Cincinnati, is being effected, pursuant to authority procured from the FCC. WSAI is an affiliate of the NBC-WEAF network.

Plans, according to Powel Crosley, president of the company, call for a "model" station. A 5 kw. Western Electric high-fidelity transmitter will be installed, though the station will continue to operate with 1,000 watts night and 2,500 watts day. A Truscon steel single vertical radiator, 230-feet high will be installed also. The new station is being erected under direction of Joseph A. Chambers, WLW - WSAI technical supervisor, and will be completed around March 1.

KSD
IN ST. LOUIS

LISTENERS APPRECIATE
Censorship

SO DO ADVERTISERS

W9XPD
KSD's ULTRA SHORT WAVE AUXILIARY

Programs broadcast over KSD measure up to the high character of the better homes of the nation, due to the rigid censorship policy of this station.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

FREE & SPRINGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

The STANDARD LIBRARY OFFERS . . .

. . . the most favorable

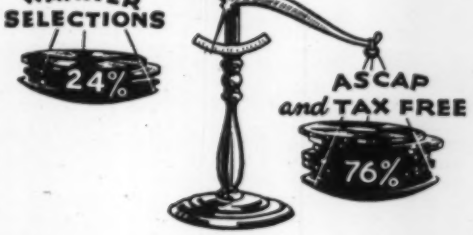
BALANCE

in make-up

supreme

QUALITY

in recordings



CONSIDER the make-up of the Standard Library—in the light of the present music-tax controversy:

31%—TAX FREE, PUBLIC DOMAIN SELECTIONS
45%—ASCAP SELECTIONS
24%—WARNER BROTHERS SELECTIONS

That's why station operators who use the Standard Transcription Library sleep soundly these nights —only 24% controversial selections in the entire Library — the lowest percentage of any similar service. Standard plans shortly to feature a total of over 500 numbers either entirely tax-free (public domain) or ASCAP!

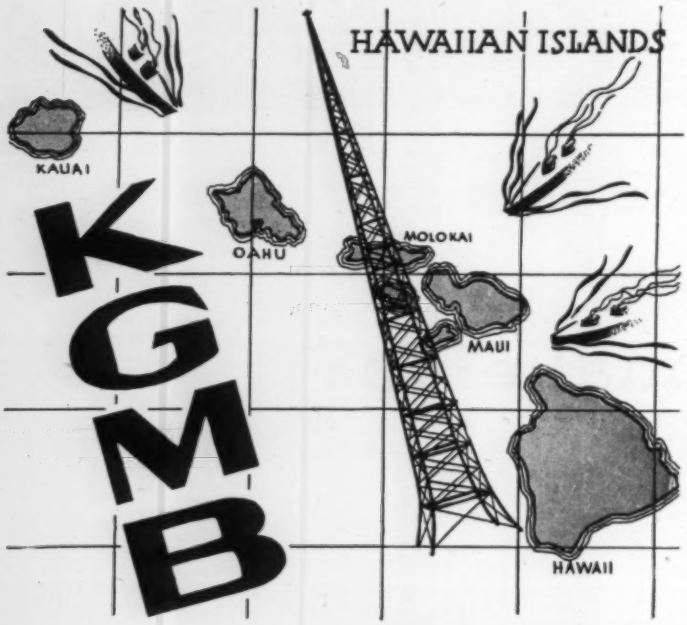
That's *one* side of the Standard picture. Over 150 leading radio stations know the *other* side as well: The supreme quality of every Standard Transcription—a quality made possible by the newest, most highly perfected RCA-Victor recording apparatus, unexcelled studio facilities, and genuine Vitrolac pressings with their amazingly life-like reproduction! AND NO DUBBING! Talent? Standard continues to feature "big-name" "standout" orchestras, soloists and specialty groups —drawn from the huge talent reservoir of Hollywood!

. . . and over 200 non-copyright songs in "SONS OF THE PIONEERS"

The present situation throws the spotlight strongly on the famous "Sons of the Pioneers" series — which now totals over 200 selections — every one non-copyright! The most readily salable transcription feature ever offered—the kind your toughest prospects will grab up!

STANDARD RADIO, INC.

6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIF. ● 180 NORTH MICHIGAN AVENUE, CHICAGO, ILL.



... Hawaii Is American

A POPULAR misconception of the Territory of Hawaii is that the bulk of the population is foreign. It might be surprising for you to learn that this territory as a whole is much less foreign than the Province of Quebec, and that the city of Honolulu is probably no more foreign (if as much) as Youngstown, Ohio, Hammond, Indiana, or New Orleans, Louisiana.

It is true, of course, that there is here a sizeable percentage of the population of foreign extraction, but the overwhelming percentage of that population are not only English-speaking, but American citizens. Even the Japanese who have settled here are two-to-one American citizens, the great majority of them English speaking; their children going to 185 public schools. Hawaii is a prosperous American state. It has:

29	Banks with $80,497,015 deposits ($48,298,291 savings)
76	Hotels
43	Hospitals (including plantation hospitals)
125	Libraries
49,038	Automobiles
55,870	Electric meters (not counting plantation systems)
17,220	Gas meters
23,818	Telephones
185	Public schools with 2509 teachers, 82,985 pupils
80	Private schools with 593 teachers, 13,312 pupils
4	Colleges with 182 teachers, 2869 students
1	University with 125 teachers, 1500 students
516	Churches
67	Theaters (nearly all with modern sound equipment)
7	Steam railways
39	Newspapers (including 9 dailies)
2	Radio broadcast stations

The United States Army comprising a community of about 25,000 persons, disbursed $12,755,858 in the territory of Hawaii last year, large increases are expected this year. The United States Navy, comprising some 12,150 persons, spent $12,600,000 in Hawaii last year. Tourists represent over $10,000,000 in "New" money annually.

It is possible with one announcement over KGMB, Honolulu's premier station, to reach 70% of the Buying Power of Hawaii's 70 Million Dollar Market.

KGMB

HONOLULU , HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives:

CONQUEST ALLIANCE COMPANY

NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

Competitive Bidding for Coaxial Cable Urged by NAB in Brief Filed With FCC

LOOKING toward the day of practical television, when present "aural" broadcasters may also be television broadcasters, James W. Baldwin, NAB managing director, on Jan. 18 filed with the FCC a brief in connection with the petition of the A. T. & T. for the installation of a coaxial cable between New York and Philadelphia. The matter has been the subject of controversy before the FCC for several months.

The brief, filed by the NAB as an intervenor, takes into account the possibility that the coaxial cable eventually will become the "wire line" link between television stations, just as telephone longlines now link the networks. Stressed in the brief was the importance of "competitive bidding" for developmental or research activities in connection with installation of the cable, since future costs for television line leases presumably will be based on such expenditures. A. T. & T. witnesses had contended that competitive bidding was impracticable.

The contention was made, however, that "other qualified witnesses" indicate with confidence that independently developed apparatus may be expected to be useful in achieving the objective and that the development of the coaxial cable itself has taken place to a considerable extent outside of A. T. & T. laboratories. Witnesses had estimated that the probable cost of installation of the proposed cable may vary between $315,000 and $1,260,000.

"The NAB, on behalf of its members", the brief concluded, "the largest potential customers for coaxial cable service, if and when it should become available for commercial use, respectfully requests that the Commission in any modified 'Findings and Order' it may make in this cause:

"(1) Provide that reasonable access for experimental use of the cable may be had by bona fide experimenters under clearly defined conditions;

"(2) Provide that periodic reports be submitted to the Commission, especially with regard to details of cost items which may eventually be capitalized; and

"(3) Provide that use of the coaxial cable in public service be contingent upon further Findings and Order of the Commission made after public hearing at which all interested parties may appear and be fully heard."

A. T. & T. Assure Broadcasters

THE A. T. & T. in a brief reply statement by Harvey Hoshour, general solicitor, and Frank Quigley, counsel, stated that the cable's experimental installation provided for its free use for experimental television transmission by all bona fide researchers, as had been unequivocally stated by Dr. Frank B. Jewett, president of Bell Telephone Laboratories. In its reply statement the A. T. & T. declared that it had agreed to transmit to the FCC complete cost reports at regular periods on the experimental installation and operation and was prepared to render a full accounting before the cable was placed in commercial use. As far as competitive bidding for the experimental installation, the A. T. & T. renewed its objections made during the January hearings that such procedure during a testing period was not efficient or economic and was not the practice either in this country or abroad.

The A. T. & T. statement also noted a number of errors in the NAB's citations of testimony at the previous hearings and declared that the Bell System wanted to assure the broadcasting stations that as the principal customers of future television it desired to construct and operate the Coaxial Cable for visual broadcasting on regulations and rates which would be satisfactory for the broadcasting industry.

* * *

Patent Rights

ALTHOUGH the A. T. & T. Co. insisted that its interest in its new wide-band or coaxial cable is primarily for telephone services, the adaptability of the cable to network television again occupied much of the rehearing early in January before the FCC, sitting en banc on the pending application for an experimental installation of the cable between New York and Philadelphia.

The FCC is insisting that the cable shall be made available to all bona fide television experiments, to which President Frank Jewett of the Bell Laboratories has acceded, but the FCC also wanted to know about the cost of manufacturing the cable as the possible rate base for its future use. The A. T. & T. objects strenuously to opening the manufacture of the cable to competitive bidding since it plans to have it manufactured by its affiliated Western Electric Co.

A witness at the hearing was Philo T. Farnsworth, head of Farnsworth Television Ltd., one of the major experimenters in visual broadcasting. He recommended that the cable be held open to all bona fide experimenters and that the cost for using it should not be based on any $10,000,000 investment. He declared, however, that the proposed 1 megacycle band width of the cable must be increased to at least 2½ megacycles, asserting that the former could handle images of only 225 lines whereas 343 lines will probably be the minimum in television.

Farnsworth Project

MR. FARNSWORTH revealed that he had developed a coaxial cable of his own capable of 2½ megacycles and that he had a project under way for a 10-mile cable to be fabricated by the General Cable Co. Under questioning by counsel, Mr. Farnsworth added that the A. T. & T. coaxial's band limitation does not rest in the cable structure but in the terminal equipment, indicating that with repeaters the cable's band width can be adequately increased. He declared, however, to A. T. & T. counsel that "if you don't get your cable in soon, you are going to face radio relaying of television."

Food-Drug Legislation Faces Indefinite Delay With Congress Crowded

INDEFINITE delay in the House on consideration of the much-revised Copeland Bill (S-5) to regulate the sale and advertising of food, drugs, devices and cosmetics, was indicated Jan. 20 by Chairman Chapman (D.) Kentucky, of the subcommittee handling the bill.

Mr. Chapman asserted he had been unable to call a meeting of his subcommittee thus far this session due to the pressure of other legislation. He could not even guess when such a meeting would be held. Even after the meeting, Mr. Chapman pointed out, there was the job of rewriting the bill to accord with his committee's views. "Not a line has yet been written," he asserted.

After the subcommittee concludes its work it must report to the Interstate and Foreign Commerce Committee, of which Rep. Sam Rayburn (D.) Texas is chairman. This committee has a heavy legislative docket.

According to Mr. Chapman no further hearings are contemplated by his subcommittee on the measure, which passed the Senate last session after having been revised a half-dozen times during its two-years of pendency. He has indicated that at least one "important" amendment to the measure is planned.

As the bill passed the Senate last session there was little active opposition. Thus far only one trade group—the Institute of Medical Manufacturers—has come forward this year to oppose it.

Another bill (H. R. 10124) identical with the Copeland Bill was introduced in the House Jan. 13 by Rep. Kennedy (D.) of New York, and referred to the Interstate and Foreign Commerce Committee. Presumably this was done in an effort to expedite consideration of the Copeland measure in the House.

Washington Outlet Plans

CONDITIONAL upon an FCC grant of 1,000 watts on 1230 kc. to WOL, Washington, D. C., now operating with 100 watts on 1310 kc., the newly-organized United States Broadcasting Corp. has filed an application for a new 100 watter in Washington on 1310 kc. Head of the corporation, holding 98% of its stock, is William Dolph, former NRA radio chief, now manager of WOL, who would manage both stations. If WOL gets the higher power, for which it has made formal application, it is expected the station will become the Washington outlet of Mutual Broadcasting System. At present WOL is carrying one MBS account—Whelan Drug Stores Delaware Corp., New York (chain stores), Sundays, 6-6:30 p. m., for which Young & Rubicam Inc., New York, is the agency.

LaChoy Participations

LACHOY FOOD PRODUCTS Inc., Detroit (chop suey, chow mein in cans) is using announcements on the WOR, *Martha Deane* program and will in the near future take similar spots twice a week in Philadelphia on the WCAU *Women's Page of the Air*. N. W. Ayer & Son Inc., New York, is the agency.

They are swinging over—

The Model 500-A

Broadcasters are swinging over and swinging fast to Gates Built Equipment. Why? Simply because they know that from Gates they may obtain the finest equipment manufactured at prices that are logical, reasonable, entirely in line with material received.

The oldest independent manufacturer of broadcasting equipment offers for your consideration the 500-A. This elaborate Speech Input Cabinet pictured to the left has three preamplifiers, main studio amplifier, level indicator, four position mixer, patching panel, desk, main power supply and all built in heavy steel cabinet 70″ high with full size door on the rear. Response flat within 2 Db. from 30 to 13,000 cycles. Distortion content 3% at plus 22 Db.

This truly fine product may be in your station complete for the remarkable low net price of $495.00, a real reason why 500 of America's leading stations are using Gates equipment in some major form.

Do you have the Gates Catalog of Speech, Remote, Transcription, Microphone, Power Supply and accessory equipment? Are you receiving your monthly copy of the "Gates Studio Review"?

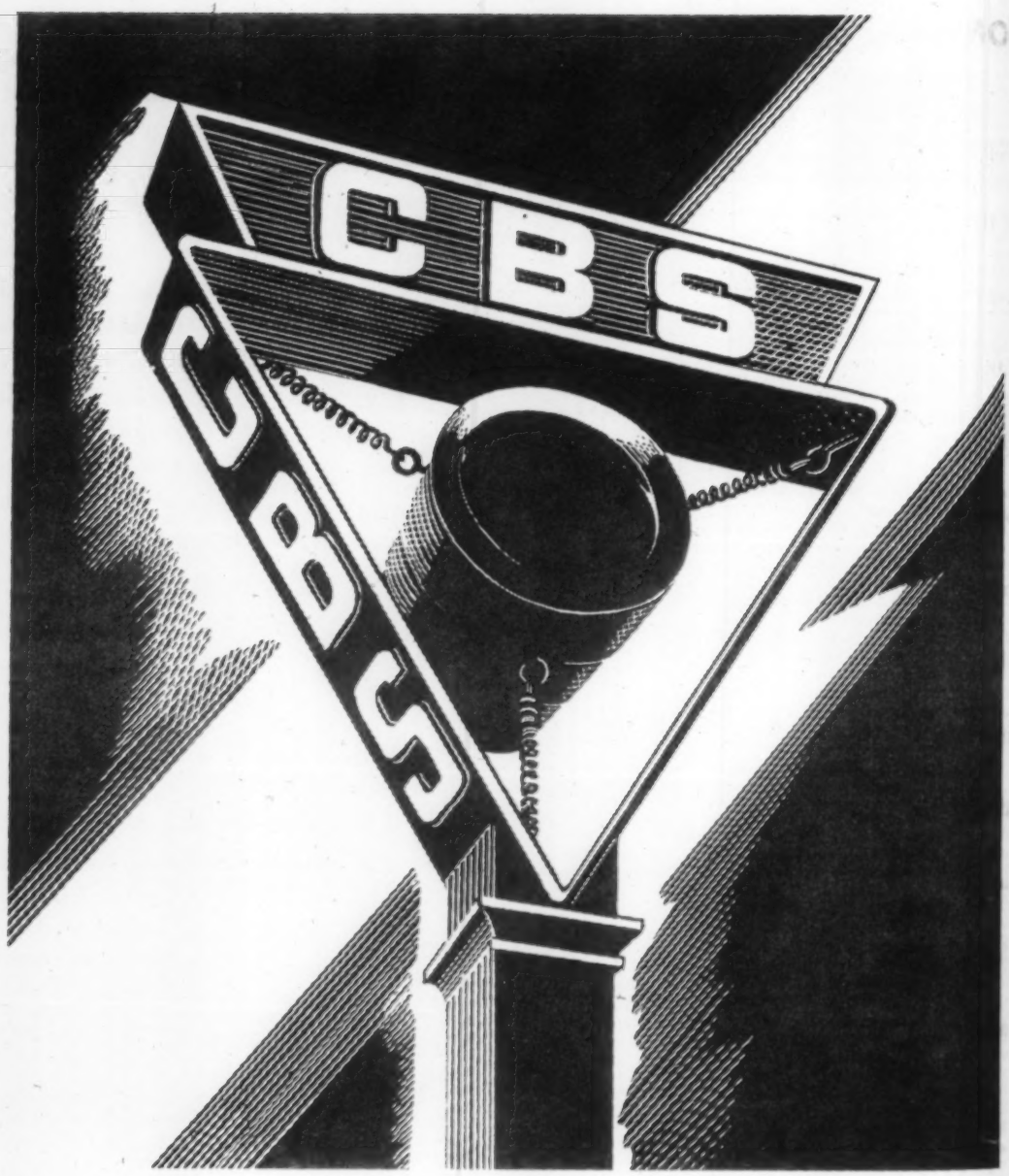
GATES RADIO & SUPPLY COMPANY

MANUFACTURING ENGINEERS

Quincy, Illinois, U. S. A.

Cable Address (Gatesradio)

GATES BUILT EQUIPMENT ☆ TRIED ☆ TESTED ☆ PROVEN ☆ The World Over Since 1922



Statistical sources for the text: U. S. Census Bureau figures for Population; Department of Commerce—Daniel Starch figures for Radio Ownership; Daniel Starch for percentage of Sets in Daily Use and Hours of Use per Day.

SOME ARGUMENTS HAVE A COMPELLING SIMPLICITY

32,630,000 people live, eat, buy drugs and automobiles in the smaller cities of the U.S.—the cities of 2,500 to 100,000 population. That's 53.5% *more* than live in cities of 100,000 to 1,000,000. It's 116.6% *more* than live in cities of 1,000,000 and over. ■ How can you better reach these people than by radio? Over 85% of them, in small cities *and* large, own one or more radio sets. And over 80% of the radio-owning families listen every day. Listen, on an average, *considerably over four hours each day*, as every study of daily audience-listening shows—whether the study is made by automatic recording device, by personal interviews, by mail questionnaires or by telephone; whether conducted by advertisers, by agencies, by universities or by radio stations. ■ How, then, can you better reach these people who are your *entire* market? And what better choice for you than Columbia, which serves this market? It is already the choice of more advertisers (and more of the country's largest advertisers) than any other network.

"THIS IS...THE COLUMBIA BROADCASTING SYSTEM"

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING
PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Unshackling Spot

FREEDOM of action which it has never heretofore enjoyed will be experienced by spot broadcasting by virtue of the FCC action revising, clarifying and, to some extent, relaxing the rule governing mechanical reproductions and their announcement.

While there will be many who may quibble about the amended rule, there really can be no valid complaint, in our opinion. There are those who are violently opposed to elimination of the announcement altogether. Without going into the merits of that issue, it is enough to say that the revised rule does *not* eliminate the announcement; it simply liberalizes it, and substitutes understandable English for ambiguous phrasing which has had everyone in a turmoil.

Whether the FCC acted wisely by including phonograph records for announcent at 15-minute intervals, is debatable. After all, phonograph records are not made exclusively for broadcast purposes, whereas transcriptions are—and for that reason seem to warrant special treatment. The fact is, however, that the phonograph rule, requiring announcements before each rendition, was impossible of enforcement anyway, and probably has been the most frequently violated rule on the books.

Clarification of the transcription rule should encourage the use of spot broadcasting, particularly by regional accounts which require flexible timing and placement. Many prospective spot advertisers have balked at the use of transcriptions because of the not infrequent conflict with radio authorities over announcements. Their plaint has been that everything bad that happens in radio hits the transcriptions hardest. For the library services, such as those provided by WBS, Standard Radio, NBC Thesaurus and Associated Music Publishers, it unquestionably will prove a boon.

On Rate-Cutting

THE WOES of some of those stations which have used rate cards for show-window effect and not for rates, have increased in recent weeks. It happened when the Warner Bros. publishing houses, in arriving at a compensation basis for those who wanted to use their music, decided upon a royalty of four times the station's highest quarter-hour rate per month. There was an immediate howl from a sizable group of stations. They complained that their highest "published" rate was higher than the rate for which the time was sold.

Need any more be said about the inequities of rate-chiseling?

Radio Above Politics

WE REITERATE what we wrote once before in these columns—that it will be a sad day indeed for American radio if broadcasting stations, like newspapers, begin to bear the labels "Democratic" or "Republican" or "Socialist" or whatnot. Yet that is exactly what some of the politicians, not only the Republican "outs" but certain Democratic "ins" we know, seem to be driving toward. We refer not alone to the constant lobbying of Senators and Congressmen of both big parties for wave length and power and new station privileges for their constituents—a lobby that probably will never be investigated by Congress but that is the bane of the FCC's existence as it was of the old Radio Commission.

The whole fuss over Republican Chairman Fletcher's several charges of "censorship" leaves radio unsullied, for non-partisan reaction favored the networks' policy of declining to permit dramatized politics or sponsored politics before the official opening of the campaign, which starts after the nominating conventions. Even some of the anti-radio press joined in agreeing with Mr. Paley's assertion of radio's right to exercise "editorial judgment" within program limits, an assertion which no one can charge to partisanship on either CBS's or NBC's part in view of their standing offer to give the Republicans every bit as much free time as the Democrats for their party speakers.

It is significant that most of the "outbursting" was done by Chairman Fletcher himself, and was not joined in by other party big-wigs like Hoover, Borah, Vandenburg, Knox, Landon, McNary or Snell. The explanation is simple. Those men have never had, so far as we know, any complaint against the networks, nor against any radio station. They have always been treated fairly, which means they have gotten time practically whenever they asked for it within reasonable limits of time and program schedules.

To say that what goes out over the radio waves is dictated or dominated by the Roosevelt administration is absurd. Radio has neither given nor received any particular favors from the New Deal. The Democratic regime is continuing the policy of the preceding Republican administration in issuing station licenses for only six-month periods despite the law's discretionary allowance of three years. Certainly the encouragement of prudent business by any administration should permit radio to place itself on a stable economic basis by means of longer licenses.

We suspect—and we are not being partisan, either, for we belong to neither party and cannot even vote in the District of Columbia—that Messrs. Fletcher, Talmadge, et al, are playing that oldest of all games of politics: Creating issues where none exist for the sake of publicity and rabble-rousing. Some of the Republican press charges, for example, that television is being thwarted by the Roosevelt administration from coming out in time to let the people see the party candidates and their spokesmen in the next campaign, are sheerest stupidity. Yet no less a party organ than the *New York Herald-Tribune* carried a "letter to the editor" and a staff cartoon in its issue of Jan. 19 asserting and intimating that such was the case.

The RADIO BOOK SHELF

FOUR handsome volumes, each of 75 pages or more and each bound in heavy covers, have just been published by NBC under the general title of *Broadcasting*. The volumes treat with NBC's policies and activities in the fields of artistic and cultural endeavor, covering (1) public affairs; (2) music, literature, drama; (3) religion, education, agriculture; (4) the home. As source and reference material for students of American broadcasting, the books will be valuable additions to any library of radio literature. An interesting sidelight on 1934 programming on NBC is a chart showing that 72.2% of its programs that year were sustaining. One section of the volume titled *To All Homes* covers pointedly the thesis that "radio begins with entertainment", at least in America, where the theory is native that "private broadcasters, competing freely with one another, will give the listeners the service that the listeners themselves want", as against the foreign theory that "the Government, either through an agency of its own or through designated groups of citizens, should give to the listeners the programs that the Government thinks is best for them to hear."

TWO EDITIONS of the *Radio Bulletin*, a new bi-monthly publication of the Don Lee Broadcasting System, attractively printed and illustrated, have been issued. The Don Lee newspaper is devoted to news of radio advertising and personalities connected with the stations of the network organization, the November issue carrying a spread of pictures and data also on Northwestern associates of Don Lee and CBS. The 8-page *Radio Bulletin* is one of the most ambitious and enterprising publication ventures ever undertaken by any broadcasting concern.

A NEW and more comprehensive edition of *Air Law: Outline and Guide to Law of Radio and Aeronautics*, half of whose pages are devoted to citations on the law of radio and to a radio law bibliography, has been published by Howard S. LeRoy, Washington attorney, with offices in the Colorado Bldg. The 1936 edition, completely indexed and cited, has been published to include 1935 developments, and contains citations of much of the legal material that has been appearing in BROADCASTING.

We Pay Our Respects To —

HELEN WILKIE WING

CONTRARY to all the rules of success stories, Helen Wilkie Wing, director of radio for Needham, Louis & Brorby Inc., Chicago advertising agency, got her start in advertising by sunning herself on a Michigan beach.

"Oh," she explains, "I just happened to be out on the beach. You see, I was loafing for a week or two before going back to my lecture tour before high school audiences. Mrs. Needham, a summer neighbor, came up to talk to me and, knowing I wrote children's stories, mentioned that her husband's firm was handling the advertising for *The Bookhouse for Children*. 'He ought to hire me,' I said idly, and changed the subject.

"Mrs. Needham returned to Chicago that weekend and mentioned our talk to her husband, who replied that the girl who was writing the copy was leaving to get married. Two days later I went to work on a trial basis for Needham, Louis & Brorby, where one of my first jobs was to write a children's radio program. That was six years ago and I'm still here, very much engaged with radio, all because of a sun bath at the psychological moment."

In spite of Helen Wing's insistence that her presence in the advertising world is due entirely to luck, she was well prepared for the break when it came. True, she had no previous experience with advertising, either on the air or in print, but a resume of her kaleidoscopic career furnishes a solution to her present success in the agency field.

A young widow with a baby son at an age when most girls are just beginning to think of marrying and settling down, her life-long ambition to write, compose and play piano spurred into action by necessity, Helen Wing neglected none of her many talents.

While she was busy making onslaughts on the musical publishers' marts with countless songs and operettas, she augmented her income by contributing verse and stories to a number of children's publications. At various times, she served as accompanist to many famous singers and opera stars, and for one gala season she accompanied Grace Holverschied on a continental tour which took them all over Europe. And there were scores of side excursions into various other fields.

There was the out-door theatre venture, for instance, though it could hardly be called a "venture" since it was a pronounced success and since she was in complete charge for four seasons. Modeled in classic tradition, and located in a beautifully landscaped spot at Castle Park, near Holland, Mich., this little art theatre was Mrs. Wing's pet hobby for years.

Then there was the time she took her own operatic company out on the road—and the interlude she spent as head of the dramatic department of the Bliss School in Oak Park—there was a concert tour when she did pianologues of her own composition before high school assemblies all over the country—there was a brief shot at commercial art for a Chicago studio and once there was a big time vaudeville tour as accompanist for a two-a-day performer.

"Every one of these widely diversified experiences that I was unwittingly piling up has helped me in advertising," says Mrs. Wing. "But probably the biggest aid in radio was the time I spent in Chautauqua. Talking before audiences of all ages in all parts of the country, meeting with committees in country hamlets and in major cities, being entertained by ministers' wives and ladies aid chairwomen, gave me an appreciation of the preferences and prejudices of the average American that is constantly in my mind as I plan a program that will go into their homes to win their friendship and patronage for one of our clients.

"Living in such a city as Chicago, associating largely with sophisticated advertising men and women, I find this other experience a most helpful balance in keeping my copy in key with the type of person I am trying to reach."

A recent trip to Montreal and Radio City (in vacation disguise) resulted in two new contracts for S. C. Johnson & Son's radio entertainment in addition to the weekly *Fibber McGee and Molly* broadcasts.

House of Reflections was a grandchild of the famous *House by the Side of the Road*, which showered musical and poetic lights upon our Canadian neighbors.

Tom Powers of Theatre Guild fame stars in the other new Johnson show. He supplements bits of back-stage gossip by a series of brilliant *Life Studies* drawn from his colorful career as circus performer, actor and poet.

In addition to her radio activities, Mrs. Wing writes the Johnson Wax copy for magazines and newspapers. She contributes ideas and even a deal of finished copy for her agency's other clients, and she has a drawer full to overflowing with continuities and program plans that will in the not too distant future be heard throughout the land.

Outside of business hours, Helen Wing plays the piano and violin; turns out children's verses by the score and attempts to write at least one operetta a year. (Two of hers were produced by the Children's Theatre at A Century of Progress.) She reads omnivorously, and searches for additions to her excellent though modest collection of modern art.

Of all her tasks Mrs. Wing enjoys her radio work the most, for radio, demanding well-written continuity, good dramatics, appropriate music and clever timing, affords full play for her ubiquitous interests. And for the same reasons radio has eagerly awarded a prominent place to this slender, energetic woman who is a jill of all arts and a mistress of most.

PERSONAL NOTES

EDWIN S. REYNOLDS formerly of the WOR sales promotion staff on Jan. 25 joined the CBS sales promotion staff. Jules Dundees also has been added to the department. Dan Wickenden has been appointed assistant to Maurice L. Gaffney, director of the trade news division. Mr. Wickenden graduated from Amherst last June and attracted the attention of CBS through a one-act play called *A Grotesque for November* which appeared in the December issue of *Stage*. John Churchill, formerly assistant to John J. Karol, director of research for CBS, has been given the title of chief statistician. His duties remain the same as before.

LAWRENCE ALLEN, of the sales staff of NBC in San Francisco, has been appointed manager of the NBC Artists Service, western division, succeeding Everett Jones, who resigned in January to reenter the personal management field. Mr. Jones formerly was manager of John Charles Thomas. Mr. Allen was manager of KGW and KEX, Portland, Ore., before joining the NBC staff last December.

MARION KYLE, former owner and editor of the magazine *Game & Gossip*, and a well-known Los Angeles advertising man, has joined the NBC sales staff in San Francisco. A Stanford graduate, he was with the first Stanford ambulance group that went to France in the world war and later joined the Lafayette Escadrille.

MRS. EDYTHE SOUTHARD has been named to succeed Clyde Wood as sales manager of WJAY, Cleveland, Mr. Wood having joined the radio department of Humphrey, Prentke & Associates, Cleveland agency.

JOHN M. LITTLEPAGE, Washington radio attorney, was elected a member of Washington's famed Alfalfa Club at its annual dinner Jan. 18. Among radio notables at the dinner were FCC Commissioners Prall, Case, Sykes and Brown; Harry C. Butcher, CBS; Frank M. Russell, NBC; Junius P. Fishburn, WDBJ, Roanoke, Va.; D. E. (Plug) Kendrick, WIRE, Indianapolis; Herbert L. Pettey, FCC secretary; Comdr. T. A. M. Craven, FCC chief engineer, and Andrew D. Ring, assistant chief engineer; Dr. C. B. Jolliffe, RCA.

W. C. (Bill) GILLESPIE, vice-president of KTUL, is chairman of the annual President's birthday ball in Tulsa.

RUPE WERLING, of the sales staff of WTNJ, Trenton, N. J., is conducting a newspaper radio column titled *WTNJay-Walking*.

RICHARD WEGENER on Jan. 1 was appointed manager of KMJ, Fresno, Cal.

BOB MACKENZIE, client service manager of WJAY, Cleveland, has resigned to become manager of KPDN, new local station at Pampa, Tex., operated by the *Pampa Daily News*. The station will begin operation in March, under present plans.

PEGGY STONE, of the CBS station relations department, sails Feb. 1 on a vacation to the West Indies.

DOUGLAS A. NOWELL, formerly active in West Coast radio, has been named to the sales staff of Radio Sales Inc., CBS spot broadcasting subsidiary, taking the post formerly held by Lincoln Dellar, transferred to the CBS station relations department.

ROCHERT SCHMID, recently with the CBS sales promotion department and formerly with Young & Rubicam Inc., New York, has been named sales promotion manager of MBS, effective Feb. 3, with headquarters in the New York office.

BOB ANDERSON, night announcer at WNOX, Knoxville, Tenn., has switched to the sales staff. Jack Mims, formerly with Texas Quality Network, Southwest Broadcasting System and WSB, Atlanta, has been added to the sales staff of WNOX.

K. W. PIKE, former commercial manager of KFBK, Sacramento, Cal., has been appointed account executive for KQW, San Jose, Cal., and will work in cooperation with H. O. Feibig, recently made station manager. Pike, before entering radio, for eight years headed his own advertising agency in Modesto, Cal.

A. D. (Jess) WILLARD, assistant manager of WJSV, Washington, addressed a meeting of the Advertising Agencies and Promotion Executives, Washington, D. C., on Jan. 15. His subject was radio sales and merchandising. The meeting was sponsored by the Washington Advertising Club.

R. S. BISHOP, manager of KFJZ, Fort Worth, has been named president of the Moslah Shrine Chanters.

STANLEY BELL, for the last nine years announcer of WMAL, Washington, has been promoted to the NBC commercial staff in Washington under Vincent F. Callahan, commercial director of WRC and WMAL.

BERT BIDWELL, salesman of WHB, Kansas City, has returned to the station after a leave of absence, spent studying radio in the West and South.

D. R. FISHER, treasurer of KOMO-KJR, Seattle, has been reelected chairman of the board of the Rainer Golf Club for the seventh consecutive time. His son, Bennett, is studio supervisor of the station.

ARTHUR GERBEL has joined the sales staff of KOMO-KJR, Seattle.

JOHN McCORMICK, production manager of WKRC, Cincinnati, has been promoted to assistant general manager.

ARTHUR GARBETT, director of education of NBC's western division, will remain in New York until early in February, taking part in a series of conferences arranged by the Rockefeller Foundation.

C. STUART HEMINWAY, former Chicago advertising manager of *Fortune Magazine*, has joined the sales staff of WOR, Newark. Mr. Heminway was at one time on the Eastern sales staff of *American Weekly* and was once advertising manager of *Judge*, as well as a member of the staff of the Paul Cornell Co., now Geyer-Cornell & Newell.

C. L. (Chet) THOMAS, formerly of WLW, Cincinnati, and WINS, New York, has joined the sales department of KSD, St. Louis.

JOSEPH CATANICH, formerly on the sales staff of KHJ, Los Angeles, has joined the radio department of the Los Angeles Community Chest.

ARTHUR KEMP, promotion manager of KNX, Hollywood, was married in January to Miss Doreen Mitchell, of Hollywood. The ceremony was performed in Santa Barbara.

EDMOND FROELICH has joined the staff of Radioad Service, Hollywood program firm, as a salesman.

FRANK P. DOHERTY, president of Broadcasters Inc., owning KRKD, Los Angeles, in January was elected to the board of directors of the Los Angeles Chamber of Commerce.

EUGENE J. GRANT, for five years assistant sales manager of KFI and KECA, Los Angeles, has been appointed NBC account executive in San Francisco.

CAMPBELL EMBRY, transferred from the general advertisement department of Hearst Enterprises, New York, Melvin S. Conn, department store executive, and Lewis Hall, son of Bob Hall, actor, have been added to the sales department of WBAL, Baltimore.

DAN SEYFORTH, in charge of talent and talent auditions at KWK, St. Louis, has been named director of publicity of the station.

CLARENCE M. GARNES, formerly of KOMA, Oklahoma City, and recently commercial manager of KADA, Ada, Okla., has resigned to become manager of WBBZ, Ponca City, Okla.

JACKSON E. NICHOLS, former attorney and new to radio, has been appointed promotional director of KJBS San Francisco, and KQW, San Jose.

"SAM HOUSTON BENNY" — The gent in the 10-gallon hat (which he recommends for use as a Jello mixing bowl) is radio's No. 1 comedian, Jack Benny. With him is Dale Miller, press director of the Texas Centennial, who invited the comedian to the event when it opens next Spring. Mr. Benny accepted, and probably will key one of his NBC programs from the Lone Star State.

Preferred Program List Named by Luella Laudin

A LIST of "preferred programs" of the Women's National Radio Committee was read Jan. 15 by Luella S. Laudin, executive secretary of the committee, in an interview with Dick Fishell over WMCA, New York. Miss Laudin asserted that radio programs are better since her committee was organized, but added that there is still room for improvement. She especially called for new talent on the radio, deploring the sameness of the "big name" programs and artists heard year after year.

The committee's list of preferred programs at the moment included General Motors, N. Y. Philharmonic, Ford Symphony, Phil Baker, One Man's Family, Grand Hotel, Hollywood Hotel, Show Boat, Lowell Thomas, Burns & Allen, The Magic Key, Radio City Music Hall, Capitol Family, Rudy Vallee, Fred Allen, Wayne King, Farm & Home Hour, Guy Lombardo, Cities Service, Amos 'n' Andy, Fred Waring, Caswell Coffee Hour.

"Pretty good children's programs" were listed by Miss Laudin to include: Bill Slater's Journal of the Air, Richard Blondell's Story Teller's House, Animal Closeups, Alfred Terhune, Grandpa Burton, Animal News Club, Spareribs, The Puzzlers, Billy & Betty.

Jackson-Katz Merger

LOWELL E. JACKSON, who recently became sole owner of Jackson & Moore, station representatives, has announced the dissolution of that company. Mr. Jackson has joined the E. Katz Special Adv. Agency, with headquarters in New York and with seven branch offices, whose president, Eugene Katz, recently announced his company's intention of expanding in the radio representation filed. The Katz firm heretofore has been engaged largely in newspaper representation and has also represented some newspaper-owned radio stations. Mr. Jackson takes with him some of his former stations, the Katz organization now representing KLRA, Little Rock, Ark.; WGST, Atlanta; WOWO, Fort Wayne; WMC, Memphis; WKY, Oklahoma City; KLZ, Denver, among others.

Elliott for Congress

DR. FRANK W. ELLIOTT, formerly with WHO and WOC, now living in retirement in Davenport, Ia., has again announced his candidacy for Congress on the Republican ticket. He will run for the nomination in the June primaries in the Second Iowa District against B. H. Jacobsen, of Clinton. Dr. Elliott was the Republican nominee in 1932 but was defeated in the Roosevelt landslide, although the district is normally Republican.

Tommy Lee to Wed

THOMAS S. LEE, president of the Don Lee Broadcasting System, Los Angeles, is to be married to Patricia Haven-Monteagle, San Francisco society girl. Formal announcement will be made early in February but with no definite date set for the wedding. Miss Haven-Monteagle recently started a film career by taking part in *The Great Ziegfield.*

Dominating the Pacific Northwest Market

KOMO-KJR

POPULARITY
KJR, NBC Blue Network
KOMO, NBC Red

PERSONALITY
Variety — Showmanship — Rating
1. KOMO
2. KJR
Outstanding Talent — Excellent Production

PRESTIGE
Seattle's Pioneer Radio Stations
KJR Founded Jan. 1923
KOMO Founded April 1925

POWER
KJR 5000 Watts — 970 Kilocycles
KOMO 1000 WATTS — 920 Kilocycles

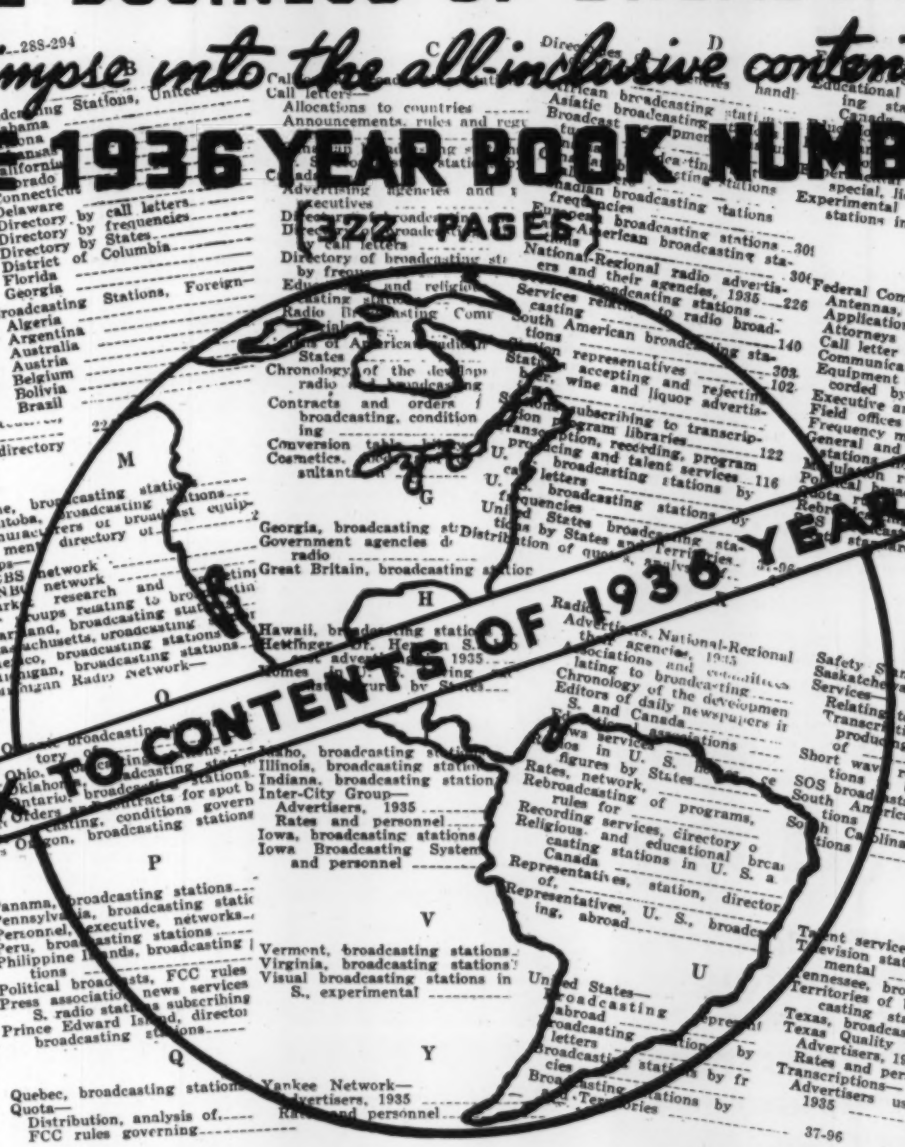
EDWARD PETRY & CO.
National Representatives
NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO

a veritable World Almanac
OF THE BUSINESS OF BROADCASTING

a glimpse into the all-inclusive contents of

THE 1936 YEAR BOOK NUMBER

322 PAGES



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(Without Extra Cost)

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Broadcast Advertising

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Please enter my subscription to BROADCASTING. Begin with 1936 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR Subscriptions YEARBOOK INCLUDED.

Name.....

Address.....

City.....

State.....

Firm Name.....

Your Position.....

BEHIND THE MICROPHONE

W. A. RICHARDS, program director of KRNT, Des Moines, has resigned, and his place has been taken by Reginald B. Martin, program director of KSO, Des Moines, who now holds both posts.

WAYNE GRIFFIN, formerly on the San Francisco NBC production staff, has been appointed continuity editor at KYA, that city.

DAVID BAYLOR, formerly of WCAE, Pittsburgh, has been named schedule manager of WGAR, Cleveland. Al Cameron, formerly of the Al & Pete network team, has been named WGAR copyright manager.

ROBERT McANDREWS and Robert Dwan, are the first NBC junior announcers in San Francisco to be employed under a new system of employing novices inaugurated by Lew Frost, western division program manager, and William J. Andrews, chief announcer.

EDDIE DENKEMA, recently of WKZO, Kalamazoo, has returned to WASH-WOOD, Grand Rapids.

HAROLD BRATSBERG, NBC announcer in San Francisco, has announced his engagement to Miss Marguerite Connell of Seattle. The wedding is scheduled for early spring.

RYLAND QUINN, who was associated with KYA, San Francisco, several years ago, has returned to the station as continuity writer and producer.

TED ROGERS, formerly an announcer at KDYL, Salt Lake City, has joined Steiner Sales Co., Chicago.

ERVIN VIKTOR, formerly news commentator with WSMB and WWL, New Orleans, has joined the announcing staff of WJJD, Chicago.

ELSEY HORNER, production manager of KMTR, Hollywood, for two years, resigned in January.

ANDY POTTER, production manager of KGGC, San Francisco, has gone to KMJ, Fresno, in an announcing capacity.

THOMAS FREEBAIRN-SMITH, announcer at KNX, Hollywood, has been cast for a part in the picture *The Return of Jimmie Valentine*, at Republic Studios, Hollywood.

WILLARD E. NEVILLE, musician, has joined KROC, Rochester, subsidiary of KSTP, St. Paul.

LESTER MITCHELL, formerly of WXYZ, Detroit, has joined the announcing staff of WJBK, that city.

EARL WILLIAMS has been named program director of KFEQ, St. Joseph, Mo. Jiggs Miller, formerly of KFNF, Shenandoah, Ia., has been named assistant program director and will take part in several programs.

MURIEL MONSELL, who appeared at the Pasadena Playhouse, Pasadena, Calif., for two years, has assumed duties as hostess at KTUL, Tulsa, Okla. She will be on the air in several local productions.

CATHERINE SPENCER, of the continuity department of KTUL, Tulsa, is to be married in February and will resign her position. Lillian Fischer, of the same department, also is to be married in February and will resign.

LOWELL LAWRENCE, commentator on WHB, Kansas City, is the father of a baby girl born in January.

HESTER WEEMS, radio gossiper of WWVA, Wheeling, has started her sixth year on the air for W. H. Colvig & Son, style shop.

J. H. LAMBERT, Philadelphia newspaperman, is broadcasting a weekly series of humorous news reviews on WFIL, that city.

TELLING THE WORLD — All about the historic opening of the Coachella Tunnel from the exact center of the 18-mile long tube which comprises a major link in the Colorado River aqueduct. Left to right are W. F. Ludlum, technician, and Charles Bulotti Jr. and Ted Bliss, announcers of KHJ, Los Angeles, who covered the event for CBS.

ELLIS LEVY, formerly in charge of the San Francisco offices of the Thomas Lee Artists Bureau, has been appointed Pacific Coast booking manager for the service, which is affiliated with the Don Lee Broadcasting System. Wilt Gunzendorfer, assistant to Levy, who has been placed in charge of dance band bookings for Northern California and the Pacific Northwest.

GORDON WILLIS, on the announcing staff of KGGC, San Francisco, has been made production manager, succeeding Andy Potter, who resigned Jan. 15 to join KMJ, Fresno, in a similar capacity.

MARVIN YOUNG, NBC producer in Hollywood, wrote *Scooping the Stars*, the play in which Anne Seymour and Don Ameche starred during the Campana's *Grand Hotel* program over NBC Jan. 26. Young, until recently with the San Francisco NBC production department, has written four plays which have been produced on *Grand Hotel* and the *First Nighter* programs.

JAMES DONOVAN, formerly of the *Boston Evening American*, will present Transradio news on WCOP, Boston.

JOE WEEKS, formerly of WLW, Cincinnati, and WXYZ and WJR, Detroit, has joined the announcing staff of WKZO, Kalamazoo, replacing Edward Denkema, who has gone to WOOD, Grand Rapids.

ROBERT B. WHITE has resigned from his production duties with the CBS Detroit office to join the production and announcing staff of WOR, Newark.

WAYNE SANDERS, formerly with Michigan stations has joined the production staff of WWVA, Wheeling. Paul Myers, Wheeling announcer on WWVA, has been awarded a scholarship at West Liberty State Teachers College.

MRS. HELEN DAVIS has been added to the staff of the Central States Broadcasting Co. in Omaha as studio hostess, replacing Fhontelle Jones, former hostess, transferred to the continuity department.

GEORGE GUNN, formerly of WRUF, Gainesville, Fla., has joined the announcing staff of WFLA, Clearwater, and has been assigned to the Tampa studios. Mardi Liles has been promoted to the WFLA program directorship, succeeding Bert Arnold, who resigned to join WGR-WKBW, Buffalo. Harold H. Meyer has resigned from WFLA to become program director of WSUN, St. Petersburg. Paul Jones, former WFLA pianist at the Tampa studios, has been shifted to announcing.

DON OTIS, announcer at KFAC, Los Angeles, was married Jan. 20 to Darlene McDuffy at Yuma, Ariz.

GEORGE CASE, announcer of WCPO, Cincinnati, also writes short stories, produces a radio gossip column and Hollywood chatter for local newspapers, and produces a number of local programs.

ED BURWELL, formerly of WTAR, Norfolk, has joined WEED, Rocky Mount, N. C., handling Transradio news and several other programs.

EUGENE BLOODGOOD, formerly an announcer at KRKD, Los Angeles, has joined the staff of KFAC, that city.

DANIEL A. BOWERS, formerly with KID, Idaho Falls, has joined the announcing staff of KTM, Los Angeles.

JIM LLOYD and Bob McConnell, veteran Southern announcers, have joined WROL, Knoxville.

HAL BENNETT, formerly of WHBD Mount Orab, O., and WSMK, Dayton, has joined the announcing staff of WNBR, Memphis.

BOB HAWK, wise-cracking announcer whose program of phonograph records and nifties titled *Red Hot and Low Down* has been broadcast for several years as a daily feature of WCFL, Chicago, has moved his broadcast to WJJD, that city.

EDWARD LYNN, Los Angeles radio writer-producer, has been named managing director of the National School of Broadcasting, Los Angeles. He will continue to free lance in addition to the school work.

G. J. G. RICKER, who recently joined the staff of WXYZ, Detroit, as production manager has been made studio manager. The latter position has been vacant since Brace Beemer took over the duties of assistant general manager under H. Allan Campbell. Ricker will have charge of all studio departments and will direct the programs broadcast over the Michigan Radio Network as well as locally. Al Hodge, recently on the staff of Muzak Corporation (Wired Radio) of Cleveland, has joined the continuity staff of WXYZ.

JOE TOWNER, formerly of Iowa Broadcasting System, is now secretary to R. B. Westergaard, acting manager of WNOX, Knoxville. Roland Weeks and Fred Shepherd, salesmen of WNOX, have resigned. Richard Peters, formerly of the *Washington Daily News* and *Cleveland Press*, is doing promotion work for WNOX. Lowell Blanchard, from WXYZ, Detroit, and Iowa Broadcasting System, is now chief announcer and master of ceremonies at WNOX.

LOUIS LANSWORTH, KFRC, San Francisco, continuity writer and producer, will be married to Patricia Geissler of that city Feb. 29. Their engagement was anounced last November.

Sell The Southwest with **SBS**

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

IN THE CONTROL ROOM

L. M. FRINK, field engineer for Hearst Radio Inc., New York, is in San Francisco testing prospective sites for location of a new transmitter for KYA, that city.

GEORGE MAHER, NBC studio engineer, San Francisco, is the father of a boy, Jonathan Patrick Maher, born Jan. 9.

MELVIN MILLER, engineer of WGAR, Cleveland, has resigned to join the Great Lakes Exposition radio and public address division. Clarence Gielow, engineer, has resigned to take over management of Great Lakes Radio Co., specializing in radio equipment for lake boats.

ROBERT DEHART, engineer of WKRC, Cincinnati, has announced that he was secretly married last August.

ED MALCOLM, Chicago CBS remote engineer, and Mildred Flynn of Lincoln, Neb., were married in January.

GEORGE W. TRAYER, pioneer in the development of wood radio towers and research engineer at the Forest Products Laboratory in Madison, Wis., has been named chief of the Forest Products Division of the U. S. Forest Service.

ROY ANSPACH, engineer and technician at KYW, Philadelphia, and a skilled pianist, played a piano solo Jan. 22 on the *KYW Hollywood Harmonies* program, which he dials.

PAUL DILLON is copying press for WEED, Rocky Mount, N. C., and handling a shift at the controls.

FRED BARTLETT, formerly of Denver and Chicago, is handling press reports on KGHL, Billings, Mont.

HARRY SPEARS, of the New York technical staff of CBS, late in January was transferred to Hollywood to have charge of engineering for the Campbell Soup Co. *Hollywood Hotel* series.

FRED A. GWYNN has joined the engineering department of WDNC, Durham, N. C.

IRVING REIS, CBS engineer in Los Angeles, late in Jan. was recalled to New York to continue work on the experimental dramas which he produced out on the Coast, in addition to his technical duties. Harry Spear was transferred from New York to take his place.

GUY HUTCHINSON, of the CBS general engineering department in New York, is conducting annual tests to determine the range of sounds audible to CBS engineers and production men in order to find which men are most suitable for the various types of control jobs.

HAROLD LEGG, graduate of the RCA radio school, has joined WFLA, Clearwater, Fla., as an operator. J. B. Tison, operator, is recovering from an appendicitis operation. Thomas Herrin, operator, is the father of a boy born recently.

PAUL C. SCHULZ, for the last seven years chief engineer of KGDM, Stockton, Cal., has joined KYA, San Francisco, in a similar capacity, succeeding Fred Eilers, resigned.

FRANK MAKINSTER JR., of Waterloo, Ia., has joined the engineering staff of WMT, Cedar Rapids.

KSTP, St. Paul, reads names from the local directory at random on the *Newman & Benton* program for Newmans, St. Paul, and Benton's, Minneapolis, specialty shops. The first 12 comers whose names are read on the program get a week's pass to a local theater.

Useful Goldfish Bowl

ENGLAND'S powerful Droitwich transmitter, operating with 150,000 watts on the long wave, 200 kc., has enlisted goldfish for efficient operation. A school of more than 100 of the little finny tribe has been planted in the water tank that feeds the tube cooling system. They were found the best medium for getting rid of moss and other fungus growths in the water that might find their way to the giant tubes.

WSM, Nashville, will broadcast six programs weekly for Pure Oil Co., chief of which is the *Salutes to Tennessee Cities*, which started Jan. 22. A campaign of two daily spot announcements started Jan. 19. On March 2 Pure Oil will start a group of five-weekly quarter-hour programs built around Jimmy Mattern, aviation expert.

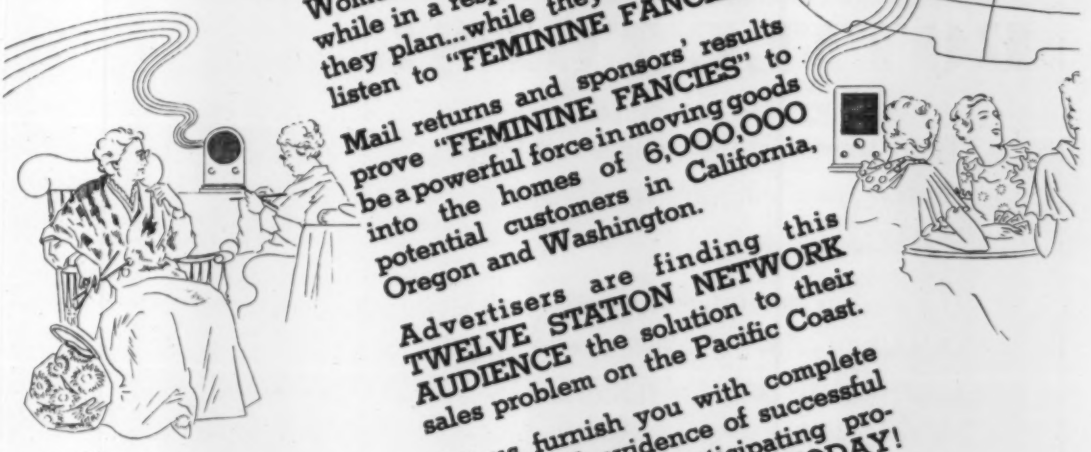
WORL Is Reorganized

ACQUIRED recently by purchase from the Roger Babson statistical organization, WBSO, Needham, Mass., whose call letters have been changed to WROL, has been reorganized and has established offices and studios in the Myles Standish Hotel in the Boston Back Bay district. The WORL call was used for the first time Jan. 5. The new personnel of the station includes George A. Crockwell, president-treasurer and commercial director; William H. Eynon, formerly with WNAC, vice president and production manager; James K. Phelan, formerly with WNAC, vice president and sales manager; Forrest N. Maddix, former WBSO manager, studio personnel manager, salesman and announcer; Edward W. Center, program director; George R. Luckey, formerly with WLLH, chief engineer; Richard Cobb, formerly with WLLH, Lowell, sports and news commentator and announcer; Richard Bates, announcer; Gerard Aldrich and Stanley Dozois, operators.

Edward H. Loftin Starts Radio Consulting Service

EDWARD H. LOFTIN, noted radio engineer, and inventor with S. Young White of the Loftin-White constant coupling and direct couple amplifier devices sold to RCA, has entered consulting engineering practice in Washington, with offices at 1406 G Street. Mr. Loftin will specialize in broadcast, communications, ultra-short wave and patent practice. A native of Florida and a brother of Scott Loftin, of Jacksonville, former president of the American Bar Association, he is a 1904 graduate of the U. S. Naval Academy and for 20 years served in the Navy, chiefly on radio duty at home and abroad. From 1918 to 1923, as a lieutenant commander, he was senior assistant to Capt. S. C. Hooper, then in charge of the Navy's radio division, later chief of Naval communications. Resigning in 1924 he devoted himself to invention and consultation.

"FEMININE FANCIES"
(PACIFIC COAST'S MOST POPULAR WOMEN'S APPEAL PROGRAM)
Sells the Women



Women are the buyers...reach them while in a responsive mood...while they plan...while they work...They listen to "FEMININE FANCIES."

Mail returns and sponsors' results prove "FEMININE FANCIES" to be a powerful force in moving goods into the homes of 6,000,000 potential customers in California, Oregon and Washington.

Advertisers are finding this TWELVE STATION NETWORK AUDIENCE the solution to their sales problem on the Pacific Coast.

Let us furnish you with complete details and evidence of successful selling on this participating program. WIRE OR WRITE TODAY!

COLUMBIA DON LEE BROADCASTING SYSTEM

KHJ KFRC KGB KDB KERN KMJ KWG KFRK KOIN KVI KOL KFPY

Affiliated with COLUMBIA BROADCASTING SYSTEM . . . Representatives RADIO SALES INC. New York, Chicago, Detroit

C. Ellsworth Wylie, *General Sales Manager* . . . 7th and Bixel Streets, Los Angeles . . . San Francisco Office, 1000 Van Ness Avenue

WJAY

You Can't Fool Cleveland Business Men

THEY use WJAY for they live here — they KNOW which station produces results by consulting their cash registers.

THE BIG ADVERTISERS ON EUCLID AVENUE ARE ON WJAY THE YEAR AROUND.

NO SALES STORY CAN fool Cleveland business men and the story that goes round and round in Cleveland is this . . . "WJAY certainly gets results!" Ask any of the big radio advertisers on the Avenue. They'll tell you they're using WJAY, and why.

EDYTHE F. MELROSE
Manager

Colgate's Teaches Skeptics a Lesson

Back in 1927, With Misgivings, the Company Started to Use Radio—A Story of Successful Merchandising

By KEN R. DYKE
General Advertising Manager
Colgate-Palmolive Peet Co.
Chairman of Board
Association of National Advertisers

Mr. Dyke

THE crystal set era was singing its swan song back in 1927, but radio as an advertising medium was admittedly still in its swaddling clothes. Those who considered the medium good for prestige, and for prestige only, were legend; those who considered it as a sales medium were few indeed.

Yet the officials of Colgate-Palmolive-Peet Co., after careful consideration, decided to set their sails and experiment in this new medium of advertising. The three component parts of the company, dating back to the organization of William Colgate & Co. in 1806, had used practically every form of advertising. Many forms had been rejected; others, such as newspaper and magazines, were being used constantly.

As an initial move in this new advertising adventure, Colgate-Palmolive-Peet Co. presented the *Palmolive Hour* for the first time over an NBC network on Dec. 2, 1927. The company banked on Paul Oliver and Olive Palmer, whom you may well remember, as their top salesmen for Palmolive soap, now one of the world's largest selling beauty soaps.

A Good Medium

THE RESULT, in actual sales of Palmolive soap, far exceeded the most enthusiastic expectations. The program's value as a good will agent served as an additional recompense. The *Palmolive Hour* was one of radio's first big shows, and it became an advertising institution in itself. That proved conclusively to us that good radio entertainment, appealing to a wide range of potential customers, was a good sales medium.

It is now more than eight years since that series—which stayed on the air four years—was launched. The fact that Colgate-Palmolive-Peet Co. still is using radio and today is sponsoring three network programs and one recorded series over nine individual stations should be sufficient tribute to broadcasting as an advertising medium.

As a successor to the old *Palmolive Hour*, the *Palmolive Beauty Box Theatre*, a glamorous presentation of favorite musical shows both of today and yesteryear, is now rounding out two years on the air. Many of the famous stars of the operatic and concert world, of Hollywood and Broadway, have appeared in the series. They have made it a living institution dedicated to the presentation of the best and most popular musical shows. Many more stars are to perform in the future. James Melton, who recently made his Hollywood debut, will continue as the leading male singer until he answers his second Hollywood call early this year.

One of the two remaining network programs is new, the other is based on an old favorite, and both were given their premier performances in January. Gertrude Berg, famous radio dramatist-director-actress, is presenting a 15-minute dramatic program five times a week, and Phil Lord, noted radio dramatist and actor, is presenting a weekly half-hour series of dramatizations of underworld crimes. Both of these series are heard over CBS.

The *Palmolive Beauty Box Theatre* had been broadcast over an NBC network, but starting on Saturday, Jan. 11, it was switched to CBS, 8-9 p. m. with a rebroadcast for the Far West at 11 p. m.

They Were Skeptical

THE SUCCESS of the first *Palmolive Hour*, inaugurated in 1927, is attributable to the skepticism of its sponsors. The were skeptical of the opinion of the skeptics, who believed that radio was taboo as a sales medium. To satisfy their own skepticism, they set about at the very inception of their new radio adventure to do some direct selling, let the chips fall where they might. And direct selling they did! In conjunction with direct-selling methods, the company's officials made surveys to determine the effectiveness of their methods. Such surveys had been conducted daily in newspaper and magazine advertising fields, but they were new to radio.

It was granted that it is impossible to measure accurately how much of any sales increase is attributable to radio, newspaper or magazine advertising, especially when any given product is advertised simultaneously in all three media. The day-to-day efforts of the sales staff, the reputation that a product enjoys, and the effectiveness of merchandising plans were other factors to be considered, and all tended to confuse the picture.

But a fair estimate of any increase in sales through radio advertising, it was felt, could be obtained. And it has been obtained for several years. Colgate-Palmolive-Peet Co. today, as a fundamental policy, keeps a tab on the approximate size of the listening audience of each of its programs. This is done by subscribing to leading radio audience surveys, which are supplemented by special surveys conducted by the company. The company then determines what percentage of a program's audience is buying the product adver-

40,000 BOTTLE TOPS!

These were the total returns to a local contest just completed on Station WBAL.

If you too are interested in returns as well as sales, we are quite willing to be tested. Ask for full details.

10,000 Watts **WBAL** 1060 kcs.

BASIC NBC BLUE NETWORK

National Representative
Hearst Radio
NEW YORK
CHICAGO
SAN FRANCISCO

NOW IN NINTH YEAR—Here are members of the "Palmolive Beauty Box Theater" cast celebrating Colgate-Palmolive-Peet's eighth radio birthday. Left to right are Kenneth McGreggor, production man; Peggy Allenby, actress; John Barclay, actor; Gladys Swarthout, soprano; Al Goodman, orchestra leader; Francia White, actress; Bill Adams, actor.

tised. This percentage is broken into two groups: First, the percentage who used the product before hearing the program, and second, the percentage who began using it since hearing the program. These are the basic surveys. They are supplemented by others from time to time.

These surveys are our compass. Through them we determine the types of programs that are destined to sell our products. Through them we have learned to write advertising for the ear, instead of the eye; it is a new art more personal and certainly more sensitive to mistreatment. Such advertising must be subjected to infinite attention.

Frankly speaking, we feel that radio is corollary of both newspaper and magazine advertising. Through the use of each one we reach a vast audience, for each uses a different appeal. Through all three we conduct our largest sales campaigns.

For example, radio, in conjunction with the other two, was used in promoting the European Travel Contest on behalf of Palmolive soap this past summer. Tens of thousands of dollars in money and merchandise were given away; there was romance and glamor in our offer of 20 free European trips aboard the *Normandie*, and the contest itself served as the heart of a giant merchandising plan.

The result: Every Palmolive dealer enjoyed an increase in Palmolive soap sales, and an increase in profits. The production of our factories was stepped up. Men and women were employed. All was reminiscent of other and better days. And radio, newspapers and magazines all played a direct and important role.

New Lucky Strike Series

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on March 11 will inaugurate a second full-hour program over an NBC-WEAF network Wednesdays, 10-11 p. m. The Saturday 8-9 p. m., show over the same network with Carl Hoff and his orchestra will also be broadcast when the new series takes the air, making two full-hour programs each week.

Talent for the second WEAF program has not yet been announced and possibly will not be until a couple of weeks before the program makes its debut. The new program will be broadcast over a Coast-to-Coast network. It is the most extensive radio series the sponsor has undertaken since 1931-32 when the *Lucky Strike Magic Carpet* with Walter Winchell was on the air. Lord & Thomas, New York, is the agency.

Laundry Group on WOR

NEW JERSEY LAUNDRY OWNERS ASSN., Newark (institutional) has taken on the *Martha Deane participation* program of WOR, Newark, to promote the interest of New Jerseyites in using services of the modern laundry more extensively. The series is heard three time a week, Tuesday, Thursday and Saturday. Forty laundry owners are represented in this association. The program is signed for 26 weeks, and the sponsors do not plan to extend the series to other stations in New Jersey. Frank Presbrey Co., New York, placed the account.

COPYRIGHT-FREE DANCE MUSIC

Scoop!

Dance tunes for the "swingiest" — brilliantly arranged and performed by Broadway's Best—free as the air.

Folk tunes—nursery tunes—songs of the masters—melodies from memories lane, that have hummed and sung and whistled their way into the minds and hearts of every living soul the world over. Hear them reborn in the subtle, swingy dance rhythm of youth.

Scoop!

New "pop" songs fresh from Broadway —many of them destined for "hits." Foxtrots—waltzes—tangos—topical songs. A continuous flow of sparkling new tunes in endless variety—available NOW to radio stations and advertisers through the LANG-WORTH PLANNED PROGRAM SERVICE—the largest transcribed copyright-free music library in the world.

Urgent demands from subscriber members have forced an immediate tripling of our production schedule. All music will continue to be copyright free in the U.S.

Seventy programs—over 300 separate selections—recorded and ready for immediate shipment. They include every division of musical and vocal interpretation of the world's most familiar melodies. New production schedule guarantees 120 new selections monthly.

All recordings made by R.C.A. Victor under the personal supervision of a group of radio specialists with a background of practical knowledge gleaned from long years of experience in every branch of radio entertainment.

A booklet describing in detail this exclusive copyright free music service is available . . . also "easy payment" purchasing plan for radio stations will be sent on request.

New double-faced audition program demonstrating the "scoops" above available at $2.50 f.o.b. New York City.

LANG-WORTH FEATURE PROGRAMS, Inc.

A DIVISION OF LANGLOIS & WENTWORTH, Inc.

420 Madison Avenue • New York

PACIFIC COAST REPRESENTATIVE

LOWE FEATURES • Russ Building, San Francisco

Always a Good Show on WHIO

WHIO listeners welcome these outstanding programs:

Ripley (Standard Brands), Contented Hour (Carnation Milk), Fred Waring (Ford), David Harum (Bab-O), Edwin C. Hill (Remington-Rand), Easy Aces (Anacin), Leo Reisman (Philip Morris), Wayne King (Lady Esther), Pittsburgh Symphony (Pittsburgh Plate Glass), 20,000 Years in Sing Sing, and John Charles Thomas (Wm. R. Warner Co.)

There's no doubt about being in good company on WHIO.

39 S. Ludlow, Dayton, Ohio
National Representatives
Sawyer-Ferguson-Walker Co.
Chicago-Detroit-New York

Nation's Radio Bill Nearly 750 Million; Census Shows 22,501,670 Radio Homes

NEARLY $750,000,000 was the cost of entertaining America by radio during 1935, according to figures cited before the Radio Club of America, New York, Jan. 16 by Dr. Orestes H. Caldwell, editor of the trade journal *Radio Today* and former Federal Radio Commissioner.

Some 5,750,000 radio sets and 73,000,000 tubes purchased during 1935 cost the public $367,000,000. To operate the nation's 28,500,000 radio sets now in use, listeners paid $150,000,000 for electricity, batteries, etc. And they called in service repairmen to the tune of $68,000,000, according to Dr. Caldwell.

Meanwhile $86,000,000 of "time on the air" was sold by the nation's networks and stations, and talent for these programs cost the sponsors at least $25,000,000.

Number of Radio Homes

ALREADY there are far more "homes with radio" than homes with either telephones, automobiles, or electric light, Dr. Caldwell revealed. Homes with radio sets now total 22,500,000. Of these 3,000,000 have "second sets", not counting the 3,000,000 automobile sets now on private cars, thus bringing the grand total of radio sets now in use to 28,500,000. These sets represent a past investment of over two billion dollars on the part of the listening audience.

First industry to recover from the depression, radio is now making tremendous demands on the nation's steel, copper and lumber production. During 1935, there went into radio receiving sets more than 1500 carloads of steel and 3500 carloads of lumber. Curiously, also, Dr. Caldwell remarked, makers of radio purchased a million miles of copper wire for use in sets manufactured during 1935 —enough wire to reach four times to the moon.

As of Jan. 1, 1936, according to the January issue of *Radio Today*, 22,501,670 homes in the United States, or 72.6%, were equipped with radios, leaving only 8,417,630 homes without radios. This compares with the CBS census for Jan. 1, 1935, of 21,455,799 radio homes, or 69.4%. The magazine's census of radio homes by states as of the beginning of this year follows:

State	*Homes With Radios*	*% of Homes With Radios*	*Homes Without Radios*
Alabama	227,500	37.7	374,700
Arizona	56,100	50.3	55,400
Arkansas	128,800	28.8	317,900
California	1,474,000	83.8	285,400
Colorado	195,600	72.3	75,200
Connecticut	356,000	88.4	47,700
Delaware	48,000	79.4	12,500
Dist. of Col.	121,800	95.6	5,600
Florida	216,500	53.6	187,300
Georgia	272,200	41.2	389,400
Idaho	77,800	71.0	31,500
Illinois	1,728,000	85.6	291,500
Indiana	625,000	71.8	244,500
Iowa	482,000	75.5	155,200
Kansas	334,500	68.5	154,000
Kentucky	323,800	52.3	294,100
Louisiana	271,000	53.8	232,700
Maine	143,200	71.3	57,800
Maryland	333,400	83.8	64,500
Massachusetts	945,000	89.5	112,300
Michigan	964,000	77.5	278,200
Minnesota	463,000	74.7	156,500
Mississippi	119,500	25.0	358,900
Missouri	679,500	72.0	263,800
Montana	90,800	65.9	47,100
Nebraska	256,000	73.3	92,700
Nevada	17,170	63.8	9,730
New Hampshire	98,600	81.8	21,900
New Jersey	939,000	90.7	93,000
New Mexico	45,400	44.6	56,200
New York	3,035,000	92.7	229,700
No. Carolina	280,000	41.6	393,700
No. Dakota	88,000	60.0	58,400
Ohio	1,405,000	80.0	347,800
Oklahoma	305,300	51.8	284,000
Oregon	221,100	80.4	53,900
Pennsylvania	2,009,700	88.1	275,400
Rhode Island	156,000	90.7	15,900
So. Carolina	149,500	40.2	222,800
So. Dakota	108,300	66.0	55,700
Tennessee	327,800	52.6	294,500
Texas	768,000	53.1	677,900
Utah	88,000	74.4	30,200
Vermont	64,200	71.2	26,100
Virginia	315,900	59.4	215,800
Washington	349,100	80.4	85,500
West Virginia	250,500	65.6	137,800
Wisconsin	512,000	70.0	220,900
Wyoming	35,100	59.0	24,400
	22,501,670	72.6	8,417,630

National Advertisers Know From Experience

A FEW GOOD REASONS WHY

WSPD is the ONLY radio station in Toledo.

WSPD is a basic Columbia outlet.

WSPD is one of the few stations using the latest high fidelity equipment.

WSPD is noted for its showmanship.

THAT it is absolutely essential to use WSPD if they want to dominate this great market of Northwestern Ohio and Southern Michigan.

National Representatives
JOHN K. KETTLEWELL
919 N. Michigan Ave., Chicago, Ill.
JOSEPH H. McGILLVRA
485 Madison Ave., New York, N. Y.

WSPD

Address: Commodore Perry Hotel, Toledo, Ohio
Transmitter: Perrysburg, Ohio

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

Objection to FCC Rule On Personal Appearance Results in Postponement

UNFAVORABLE reactions to certain of the new rules of procedure being enforced by the FCC have developed since their promulgation several weeks ago and have resulted in a postponement of the effective date of one of the provisions until Feb. 18.

Principal objections have been made to the rule prescribing that applications and pleadings before the FCC must be personally subscribed and verified by the direct parties, rather than through attorneys vested with power of attorney. The only deviation specified from this procedure is that in case of physical disability of the party or his absence from the continental United States, the FCC, in its discretion, may permit the subscription and verification to be made by the party's attorney.

At a meeting Jan. 15 the FCC announced that because of "the possible hardship which may result by reason of immediate application of this rule", it had deferred the effective date until Feb. 18, 1936. The view expressed by attorneys and certain stations was that this rule is "unduly burdensome".

In adopting the rules of practice on Dec. 18, the FCC decided not to print them for several months, during which time it might consider some changes based on actual experience.

FCC Injunction Sought

AN INJUNCTION to prevent the FCC from going through with its Feb. 3 hearing on the application of the Monocacy Broadcasting Co., headed by Laurence Leonard, retired Washington lawyer, for a new daytime station at Rockville, Md., a few miles from Washington, was sought in proceedings filed by the company in the Supreme Court of the District of Columbia Jan. 24. The applicant had been granted a construction permit last July, but it was subsequently set for hearing. Protests on economic grounds filed by WOL, Washington, were rejected by the FCC, and WCAU, Philadelphia, claimed inadequate frequency separation, but later withdrew its protest. The company asked the court to order the FCC to allow it to proceed with construction of the station, using 250 watts on 1140 kc. Mr. Leonard's company also is licensee of the new WMFD, daytime regional which went into operation in January at Frederick, Md.

Arrange for Convention

TECHNICAL radio arrangements for the Democratic convention at Philadelphia June 23-28, were made at a meeting in Philadelphia on Jan. 24. At the meeting were Alfred Morton, representing NBC; Paul White, for CBS; G. W. Johnstone and Jack Popelle, for Mutual Broadcasting System. Arrangements for both radio and public address system at the Philadelphia convention hall were made with representatives of the hall and with the Democratic Committee. John G. Leitch, WCAU chief engineer, will be in charge of public address system installations at the hall.

BELIEVE IT OR NOT—

OUR READERS BITE OFF 76.5" OF FINGER NAILS WAITING FOR EACH ISSUE OF

BROADCASTING
Broadcast Advertising

National Press Bldg.,
Washington, D. C.

MAY WE ADD YOURS?

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for Two ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $4.00 per year.

Please enter my subscription to BROADCASTING, including the 1936 YEARBOOK Edition. Check is enclosed.

Name ----------

Address ----------

City ----------

State ----------

Firm Name ----------

Your Position ----------

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows in the November and December issues of *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Atwater Kent Mfg. Co., Philadelphia (radios)
Casco Co., Canton, O. (foods)
Chocolate Products Co., Chicago (beverage)
Delco Appliance Co., Rochester, N. Y. (radios)
Frank H. Fleer Corp., Philadelphia (gum)
General Electric Co., (radios)
International Magazine Co., New York
Kaynee Co., Cleveland (men's clothing)
Lincoln Motor Car Co., Detroit
National Voice, Los Angeles, (temperance magazine)
Prichard & Constance Inc., New York (shampoo)
Sevilla-Baltimore Hotel, Havana, Cuba
Spencer Shoe Co., Boston
Staley Sales Corp., Decatur, Ill. (syrup)

FREDERICK C. DALQUIST, president of American Radio Features Inc., Los Angeles transcription firm, left for a six weeks trip to New York and Washington Jan. 18.

LAZARUS & LIPPE has been formed at 1560 N. Vine St., Hollywood, to do transcribed programs. They will use the sound studios of Otto K. Olesen. The principals are Miss Erna Lazarus and Meyer Lippe, formerly of New York.

NATIONAL RADIO ADV. AGENCY, Hollywood transcription firm, has produced a second series of 100 five-minute *Bell and Martha* discs.

JOHN FEE, for the last six months assistant production manager for MacGregor & Sollie Inc., San Francisco transcription concern, has been made production manager, succeeding the late H. C. Connette. Fee was actively engaged in theater and radio production on the Pacific Coast for many years before coming to MacGregor & Sollie. Maurice Gunsky, Pacific Coast singer and song writer, has been appointed musical director and Ethelyn (Skip) Bookwalter, continuity writer. She is the wife of Louis Bookwalter, technical director for KALE and KOIN, Portland, Ore. MacGregor & Sollie is recording a 15-minute 156 episode news serial, *Hughes Reels*, with Rush Hughes as narrator. Hughes is also commentator for the *Langendorf Pictorial*, sponsored five days weekly over 4 NBC-KPO stations by the Langendorf United Bakeries Inc., San Francisco.

McCLATCHY NEWSPAPERS, operating four stations in California and one in Nevada, have signed with Titan Productions Inc., San Francisco transcription concern, for its new library service which is being stocked with 1000 musical and novelty transcribed selections. Service will be released over KFBK, Sacramento KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nev.

SPONSORED largely by morticians and memorial parks, *Sunday Players*, half-hour series of 52 half-hour Bible transcriptions has been placed by Mertens & Price Inc., Los Angeles, on KFYR, KGAR, WSMB, WCAO, WMBG, KTAT, WJSV, KXYZ and renewed on KFOX, WKBN.

CALL letters of WJNO have been assigned to Hazlewood Inc., West Palm Beach, Fla., holding a construction permit for a new 100 watt station on 1200 kc.

ON THE UP AND UP

In brisk tempo and with loud pedal, Oklahoma's retail business got off to a flying start in January. Payrolls, employment, farm incomes and public buying mood are on the upgrade; crop prospects are the best in four years. Cash drawers that began their marked crescendo of bell-ringing last year are due for a busy spring and summer.

As selling opportunities increase in Oklahoma during the year ahead, WKY's ability to serve its audience and advertisers will increase likewise. With the completion of its new studios, WKY shortly will occupy the largest, most modern studios in the Southwest. With these new and greater facilities for service and showmanship, WKY more decisively than ever will be the standout station with audience and advertisers in Oklahoma.

Affiliated with the Oklahoman, the Times and the Farmer-Stockman

WKY

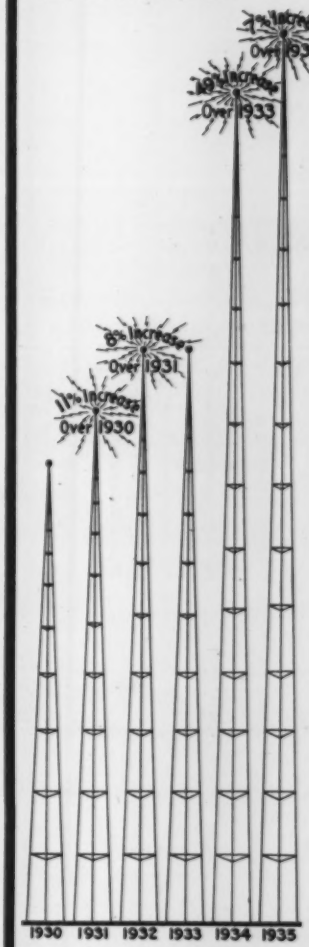
Representative: E. Katz Special Advertising Agency

OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

KFPY
Record of Growth

is indicative of the popularity of this Pioneer Station with national and local advertisers.



Many of the largest national advertisers and advertising agencies are using the facilities of

KFPY

to Cover the Spokane, Washington, Trade Area

REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK . . and Palmolive Bldg., CHICAGO

WALTER BIDDICK CO., 563 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

Advisory Group Is Named In PWA Radio Workshop

APPOINTMENT of an advisory committee to assist in the Educational Radio Project launched by the U. S. Office of Education as a Public Works Administration (PWA) project, was announced Jan. 27 by Dr. J. W. Studebaker, Commissioner of Education. A fund of $75,000 has been set aside for the work, and a radio "workshop" will be established in Washington.

At his invitation, Dr. Studebaker announced, CBS has named Edward R. Murrow, its director of talks, to sit on the advisory committee. NBC has designated Dr. Franklin Dunham, educational director. Dr. Ned H. Dearborn, dean of the division of general education of New York University, and Mrs. Sidonie Gruenberg, director of Child Study Association of America, New York, have also accepted Dr. Studebaker's invitations to confer with W. D. Boutwell, editor of the Office of Education, who will have charge of the project.

NOW
A Special Rate On
INTERNATIONAL NEWS
Sponsorship
WLBC - - Muncie

RCA Spots Continued

RCA RADIOTRON Inc., Camden, (RCA radio tubes) has renewed the announcement series running over numerous stations since last fall. The new series has been enlarged to 26 stations from Coast to Coast. The announcements are live and vary in length from 30 to 100 words. Except over KDKA, and KGW, the announcements are broadcast once a day, three days a week; over KDKA the sponsor utilizes six days and on KGW it is on seven-day schedule. The RCA glass radio tube (the new metal tube is not available to the replacement market as yet) and the RCA checking service which checks radio sets for a minimum fee are provided on the announcements. Schedule is contracted for 13 weeks. Included in the spot campaign are: WJAR, WFIL, WOAI, KOMO, WXYZ, WEEI, WCAE, KSTP, KGW, WSMB, WSB, WBEN, WMAQ, WGY, WGAR, WTIC, KFI, WFBR, KWK, WSM, KPRC, WFAA, WTMJ, KMBC, KOA, WHO. Lord & Thomas, New York, places the account.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), starts Irene Lee Taylor, home decorating expert, and music over MBS Feb. 4, taking Tuesday and Thursday, 12-12:15 p. m. for 13 weeks. Agency: Henri, Hurst & McDonald Inc., Chicago.

COVERS THE NATION'S BREADBASKET

The Middlewest is a Billion Dollar Buying Market which can be tapped for sure-shot results through WOW. To get your share of this business go after it aggressively and intelligently through WOW.

Owned and Operated by Woodmen of the World Life Insurance Association

JOHN BLAIR & CO., *Representatives*
New York - Chicago - Detroit - San Francisco

ON THE N.B.C. RED NETWORK

DISC WIRE RELAY
Plane Down, WNOX Gets Disc Program by Relay

EVER HEAR of relaying a transcription program by special telephone line? Well, it was done on Jan. 23 in Tennessee, in order that citizens of Knoxville might hear the first program of the Plymouth Motor Co. WBS transcription series featuring Truth Barlow.

Bad weather had forced down the plane carrying the transcription discs to Knoxville, for use over WNOX. WBS wired Harry Stone, general manager of WSM at 6:45 p. m. Jan. 21 asking that the transcription it already had received be piped to Knoxville for a 7:30 p. m. performance. Arrangements were hastily made and just 45 minutes after receiving the WBS wire, WSM was sending the program over 200 miles to the Knoxville station.

Trade Commission Action Involving Radio Accounts

THE Federal Trade Commission announces the following stipulations involving radio advertisers and broadcast stations:

Agreements by stations to abide by stipulations against advertisers: KNX, John Sterling Remedy Co.; WAAB, WFAB, WEBR, WHDH, WDRC, Katro-Lek Laboratories Inc.; KSTP, Clark Bros. Chewing Gum Co.; WDBO, Brossier Twin's Laboratories; WGES, L. W. Paluszek d/b Vervena Co.; WGAR, Cleveland Regol Co.; WHDH, Boston, Freedol Remedy Co.; KNX, Wain's Laboratory Inc.; WTMJ, Smith Bros. Inc.; WFBC, M. L. Clein & Co.; WBAP, Hyral Distributing Co.; KEX, Esbencott Laboratories; KNX, Dr. Louis L. Sherman "Clinic of the Air" and Smad Co.; WFLA, Litmo Laboratories Inc., d/b Brossier Twins Laboratories: WHK, Cleveland Regol Co.; KGW, Portland, Ore., Esbencott Laboratories (Santi-septic Lotion).

Campbell Cereal Co. agrees to cease claims that Malt-O-Meal is the favorite hot cereal, etc.

Real Silk Hosiery Mills Inc. agrees to cease using phrase "custom-made".

Chicago School of Music (Slingerland) agrees to cease claiming instruments are given free with correspondence course of 24 lessons, etc.

Powerful Latin Outlet

SOUTH AMERICA'S most powerful broadcasting station is now on the air at Buenos Aires, using the call letters LR1 with 50,000 watts. The newspaper *El Mundo* is the owner and operator. RCA high fidelity equipment is used. Plans are under way to install short wave broadcasting adjuncts, using the call letters LRX on 31.32 meters and LRU on 19.62 meters.

ACCURACY *for*
BROADCAST POLICE AIRCRAFT

• "A" CUT CRYSTALS

Low Temperature Coefficient Crystals sold mounted in precision isolantite air-gap crystal holder with micrometer adjustment of upper plate. Crystal and holder, plus-minus 50 CPS, 550-1600 kcs. $37.50

• FREQUENCY MEASUREMENTS

Precision Measurements. Twenty-four-hour service.
Single Measurement .....$1.75 each
Once-a-week Measurements $5.00 per month
Frequency Adjustment Service $3.00 per hour

COMMERCIAL RADIO EQUIPMENT COMPANY
1805 BALTIMORE • KANSAS CITY, MO.

Sustaining Disc Series By Brookings Institution

TURNING to spot programming after nearly three years on the networks as a participant in the National Advisory Council on Radio in Education's programs, the Brookings Institution, an endowed economic research organization, on Feb. 1 will send the first of a series of five 15-minute transcriptions to 25 stations to carry as a sustaining educational feature. The programs are semi-dramatic discussions of a board meeting of the mythical "All American Corporation" during which economic problems as they might interest the average business man are set forth. The dramatizations are largely based on the Institution's recently completed four-volume study of the income problem.

According to V. F. Lyons, in charge of radio for Brookings, the series is entirely non-partisan in character and is offered solely as an educational feature, the Brookings Institution being a non-profit and non-political organization endowed by the late Robert F. Brookings, St. Louis tire manufacturer, and headed by Harold F. Moulton, noted economist. The masters and pressings were being made during the last week in January at the plant of Radio & Film Methods Corp., New York.

Pacific Ad Clubs Plan

C. P. MACGREGOR, president, MacGregor & Sollie Inc., San Francisco transcription producers, has been named chairman of the radio departmental for the annual convention of the Pacific Advertising Clubs Association, to be held in Seattle, July 5 to 9, inclusive. His appointment was made by E. J. Murphy, of Los Angeles, president of the Association, at the mid-winter conference of the organization held in San Francisco Jan. 20 and 21, when more than a score of advertising executives from all parts of the Pacific Coast attended. MacGregor, chairman of the San Diego convention radio departmental meeting last year, in accepting the appointment, stated that he expects to make this year's session the largest and most outstanding ever held on the West Coast. Leo Fitzpatrick, NAB president, and general manager of WJR, Detroit, is scheduled to be one of the principal speakers.

Lenten Radio Series

BROADCASTING through selected Eastern and Midwestern stations has been added to the augmented program of the Japanese Crabmeat Association, New York, for Lenten advertising, according to announcement by the agency in charge, Maxon Inc., Detroit. Noted home economists will be featured, including Esther Kimmel, of the *New York Herald-Tribune*; Gretchen McMullen, of the Yankee Network; Sylvia Winters of the New England Network; Sylvia Young, and other food authorities. The campaign, consisting of five-minute discs, is scheduled to begin Feb. 17, augmenting the usual metropolitan newspaper and trade paper schedules. Programs on WOR, Newark, will be transcribed for other stations. Participation programs will be used on the Yankee and New England networks.

PROGRAM NOTES

SIX MONTHS research by three universities are behind the *Masters of Science* series, launched Jan. 12 over the MBS network. The programs, broadcast each Sunday from 4:30 to 5 p. m., are dramatizations of the lives and activities of famous scientists from Archimedes down to our contemporaries. To insure scientific accuracy without sacrificing dramatic interest the University Broadcasting Council, producer of the series, brought together a group of leading scientists from the faculties of the three universities—Chicago, Northwestern, and De Paul — which are backing the UBC's attempt to work out the best means of presenting educational material over the air, who collaborated with a staff of experienced writers and production men in the creation of the programs.

WHAM, Rochester, is continuing the *True Stories of the New York State Police* series under an unlimited extension of contract by Rochester Gas & Electric Corp., which recently conducted a survey of the program's popularity. The Monroe County Optometric Society has returned to WHAM with its *Marvels of Eyesight* series, presented last summer, and dramatizing true stories taken from the Society's records.

WFBL, Syracuse, had 14 pages of script written for a dramatic review of the Hauptmann case to be presented the night of the scheduled execution. It is being saved pending further developments.

COOPERATING with the local board of education and the Grand Rapids Safety Council, WASH-WOOD broadcasts each morning special safety slogans and safety essays written by students of the local schools, selected by a committee appointed by the board of education.

WCAE, Pittsburgh, fed two Stephen Collins Foster memorial programs to two networks at the same time, using two dramatic staffs and one orchestra. Three studios and three control rooms were required. Several times characters were traded back and forth between studios. Scripts were entirely different but the orchestra played for both programs at the same time. Timing and control room accuracy were the main problems in sending the programs to NBC-WEAF and MBS.

WROL, Knoxville, drew an average of 5,000 calls for each of a series of quarter-hour programs during the holidays, bringing a notice from the phone company that it would be necessary to install 230 lines to handle the traffic.

A POLITICAL poll conducted by WFBL, Syracuse, sponsored by Benol Co., revealed 59.6% of the ballots favoring a Republican presidential candidate, the remaining 40.4% being Democratic. Leading Republican choice was Gov. Alfred E. Landon, followed by Senator Borah and Herbert Hoover.

BACKGROUND of current news events for the benefit of the average housewife is given by Ben Levin, of WGAR, Cleveland, on the daily *Ethel & Ben* household program. Housewives are awarded two $2 prizes daily for household hints used on the program.

AN AMATEUR contest for its employes will be started on WIP, Philadelphia, on Feb. 14 by Philco Radio and Television Co. Only advertising will consist of mention of the Philco name.

BOB HAFTER, program director of KMOX, St. Louis, has recently made a tabulation of the station's programs and found that KMOX originates 42 programs a week for the CBS network, in addition to producing 148 quarter-hour commercial and 76 quarter-hour sustaining broadcasts locally each week.

Plug

HAL BERGER, announcer of KNX, Los Angeles, playfully offered listeners a copy of one of his poetic masterpieces in exchange for a Mexican dollar and the top from a fire plug. You guessed right! A listener in a small town sent him by special delivery a box containing a bright red top from a fire plug, accompanied by a Mexican peso.

BELIEVED to be the first DX network broadcast was staged by KQV, and WJAS, Pittsburgh, and WHJB, Greensburg, Pa., in a special hookup using live talent. Reception reports are coming from all over the world.

MORRIS PLAN Industrial Bank of Syracuse, has purchased a series of five-minute programs on WFBL, dramatizing needs of the individual for liability insurance. No mention is made of the bank in the commercial copy, leaving the impression that the programs are sponsored by a group of insurance companies. By stimulating the liability accounts for insurance agents the bank benefits by increased purchases from the insurance companies.

WNOX, Knoxville, offered $10 for a record of *The Music Goes 'Round and Around* after scores of calls on the nightly *Let's Dance* program. Clarence Flannigan, former walkathon champion, drove to Atlanta for the record, and collected the $10 on the next night's program.

LISTENERS recorded a preference for *The Other Woman's Diary*, in a poll conducted to determine the most popular of two types of programs which were auditioned over the CBS-Don Lee network from KFRC, San Francisco, Jan. 8, for sponsorship by Gordon-Allen Ltd., Oakland, Cal., manufacturers of Par granulated soap. This is said to be the first time in Western radio that dialers were invited to choose the type of network program they wanted. Written by Jack Van Nostrand, KFRC production manager, the dramatized serial is heard Thursdays, 8:15 to 8:30 p. m. (PST). Tomaschke-Elliott Inc., Oakland, is the agency.

WSM, Nashville, despite a reduction in the number of "mail plugger" programs, shows a total of 679,460 letters for 1935, a gain of 7.6% over 1934, the previous biggest year in its history.

WNBR, Memphis, now includes a "Truckin' Contest" dance competition with its weekly *Amateur Night on Beale Street*, which started a year ago.

THE testimonial dinner for Harry Hershfield, humorist, staged in New York Jan. 26, was broadcast by WMCA and Inter-City stations. Among those on the guest list were Anning S. Prall, FCC chairman; David Sarnoff, RCA president; Merlin H. Aylesworth, RKO chairman; Alfred McCosker, president of WOR, Newark, and Donald Flamm, owner of WMCA, New York.

WJBK, Detroit, is broadcasting twice weekly a program of special interest to high school students, presenting outstanding athletes or coaches. The program is directed and put on by Al Nagler, sports announcer of WJBK, with the cooperation of high school sports directors.

OKLAHOMA POWER & WATER Co., of Sand Springs, Okla., on Jan. 19 started *Sunday Siesta*, a weekly quarter-hour series, Sunday afternoons, on KTUL, Tulsa. Transcription and guest artists from towns served by the company are used.

WKRC, Cincinnati, announces that it was asked by the *Cincinnati Times-Star* to correct an error which the newspaper had published in a story about a closed bank. The item was included in a news period.

WBT, Charlotte, N. C., will broadcast pickups from a series of Furman University alumni banquets on Feb. 4 as one of its series of educational features. Newest program of this type is the weekly program originating in the local Central High School auditorium. Among other educational broadcasts are those from Erskin College, Davidson College, Winthrop, South Carolina Economic Conference, North Carolina State College, parent-teacher periods, and addresses by Dr. W. H. Frazer, president of Queens-Chicora College, in addition to the *Columbia School of the Air*, *North Carolina School of the Air* and the annual *WBT Summer School*.

WMBG

CBS
Outlet In
Richmond Virginia

—

New Programs Like
New Products
Need
MERCHANDISING

●

Let WMBG's Efficient
MERCHANDISING
DEPT.
SUCCESSFULLY
Introduce
Your
Radio Program

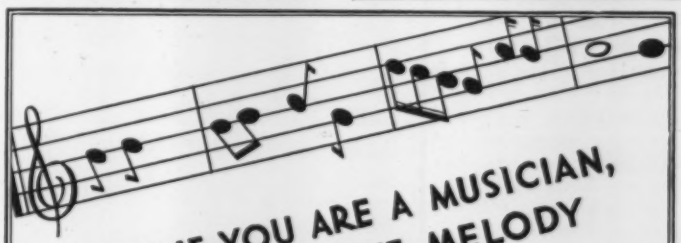
—

Representatives

Furgason & Aston . . Chicago
Hibbard Ayer . . . New York

WTMV
in the
ST. LOUIS
AREA

Lowest Cost Radio
COVERAGE
In Greater
ST. LOUIS



EVEN IF YOU ARE A MUSICIAN, THIS WON'T MAKE MELODY

AND

EVEN IF YOU ARE BROADCASTING YOU'RE NOT REACHING WESTERN MONTANA IF YOU'RE NOT USING

KGIR

BUTTE, MONTANA.

Representatives
JOSEPH McGILLVRA
NEW YORK · CHICAGO
·
WALTER BIDDICK CO.
PACIFIC COAST

WE BUILT A FARM SHOW FOR IOWA... AND 33 STATES APPLAUD!

● Before other stations in the Midwest have the chill out of their tubes in the morning, "Tall Corn Time," our two-hour farm show, is on the air. Headed by Ranny Daly, featuring a cast of personality talent, replete with farm features, this show goes on the air at 5:00 a. m. every weekday morning over network hook-up of WMT and KRNT. Although less than six months old, this show has drawn enthusiastic mail from 33 states outside of Iowa—which we say is proof enough of the popularity of the program. Write or wire today for full information about this program, or call your local office of John Blair & Co. Ranny Daly's happy "selling" voice can make sales for you in Iowa.

¼ hour periods are open for sponsorship for as little as $128.00 per week for six times. Ask for availabilities.

IOWA NETWORK

WMT NBC Basic Blue, Cedar Rapids-Waterloo
KRNT CBS Basic, Des Moines
KSO NBC Basic Blue, Des Moines

BBC's Headache: Television

Visual Program from Two Varying Systems Starts In May; Commercial Sponsorship Likely

CHARGED with the responsibility of programming and handling television broadcasts when visual broadcasting is formally introduced to the London public this spring, the British Broadcasting Corp. is facing difficulties that "are enormous and that are enough to tax the imagination and the ability of the experts who have been assigned to the task" reports Henry E. Stebbins, assistant American trade commissioner at London, in a review of current television developments in England published by the Department of Commerce.

It looks now as though public broadcasting of television in Great Britain will begin in May, Mr. Stebbins asserts, with experimental transmissions from Alexandra Palace in London starting in March. The BBC must furnish programs for two different transmission systems, that of the Marconi-EMI Television Co., subsidiary of the British Marconi interests, and that of Baird Television Ltd.

Technical Problems

EACH system requires an entirely different studio technique and yet the programs transmitted by both systems must be capable of being received on the same receiver, states Mr. Stebbins. The BBC engineers have been compelled to announce again and again that the advent of television does not mean the obsolescence of ordinary radio receivers, he adds.

"As far as programs are concerned," says the Stebbins report, "it has been tentatively decided at first to broadcast television three hours a day, with each of the two systems on alternate weeks. Believing that the televiewer (the official word of the BBC for those who receive television broadcasts) will tire of programs exceeding an hour in length, the Director of Television proposes to divide the daily three-hour transmission into three periods of one hour each, and each hourly period to be divided up into not less than four separate programs.

"It is planned to time these broadcasts as follows: One in the afternoon for women televiewers primarily, one around 6 or 6:30 for the benefit of the trade and for business men, and one late in the evening for general home entertainment. Owing to the fact that the number of private set owners at first will be very limited because of the cost and the experimental nature of the broadcasts, it is hoped that the two afternoon broadcasts will be available to the general public through trade shows and through a free 'viewing room' which the BBC hopes to establish somewhere in the West End of London. These plans will all have to be approved by the Television Committee.

"It is extremely probable that 'sponsored' programs, already authorized by the Committee in its report, will be used to take care of part of the programs. This does not mean that the BBC will sell the time on the air; it merely means that commercial firms will pay for the programs and the listener will be told that such and such a program is being sponsored by such and such a firm.

"As to the types of programs themselves, it is proposed to broadcast musical recitals, cabarets, film criticisms illustrated by scenes from the films, illustrated descriptions of new developments in automobiles and airplanes (in this case very likely sponsored), 'What's new in the shops' (also likely to be sponsored), fashion and mannequin shows, concerts, etc., etc. Unquestionably, a fair proportion of the first programs will be made from commercial films, but it is at present very doubtful if full length feature films will be broadcast, not only to protect the interests of the cinema industry, but also to protect the eyes of the 'televiewer.' It has been authoritatively stated by the BBC's director of television that watching a television receiving set for any length of time will require great concentration, and that there will have to be frequent intervals during which the eyes may rest.

What Time Is It!

"ONE FEATURE of the technique to be used may be a large clock face which will occupy the entire television screen and which will announce the time, perhaps with a musical background at 15 minute intervals.

"Few, if any, plans have actually been formulated for the use of television outside the amusement field. Sets will be too costly at first and it must be remembered that broadcasts from this first station cannot be received much beyond 25 miles from the Alexandra Palace. The first year will be experimental, as the members of the Committee originally advised. Additional uses and applications will be invented and developed as time goes on, and these will doubtless include installations in schools and other institutions for educational purposes. It will be remembered that the Committee estimated the cost of the service for the period (approximately 1 year) ending Dec. 31, 1936, as £280,000 [about $900,000].

"The BBC's primary function is to provide entertainment and instruction in the home. It is not concerned except indirectly with public entertainment for people en mass. Thus the provision of television programs in the cinema theatres is not a problem which the BBC needs to face immediately, although it will doubtless come later. What does concern the BBC in this connection, however, is the attitude of the cinema industry, particularly the exhibitors who are watching developments very carefully.

"To sum up; the BBC is not at all happy with the way things have developed; it is not really ready for television yet; the problems to be solved and the obstacles to be overcome seem to increase as the day when the service will start approaches."

"POWER ENOUGH"

to pay back handsome profits

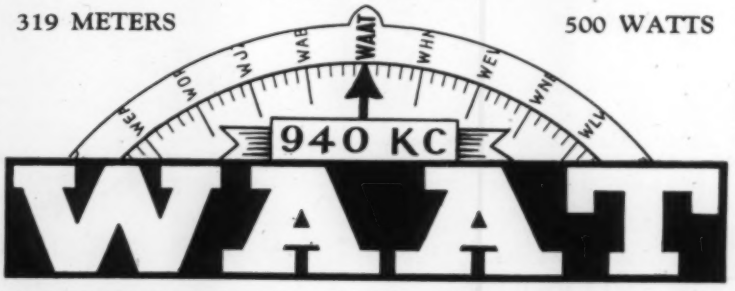
On December 2, 1935, an Advertising Agency wrote us as follows:

"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

P. S. If a Station can do so swell a job for a cemetery, think what it can do for your products or accounts. WAAT has done and is doing some remarkable things for Lord knows how many products and services.

Find out. Ask us!

319 METERS 500 WATTS



JERSEY CITY ★ AND SUBURBS

TELEVISION STATUS EXPLAINED BY RCA

WIDELY published reports originating in New York to the effect that RCA has perfected a television receiving set soon to be marketed for $200, elicited a statement Jan. 23 from Ralph R. Beal, chairman of RCA's television committee in charge of television experimental operations, that "television has a long way to go before it will be ready for general home service, and any report that RCA is about to market television receivers is absolutely without foundation."

It is known that RCA Victor is building several types of experimental receivers for installation in and around New York City when its Empire State Bldg. transmitter goes into test operation within the next few months, which may account for the published rumor. No possibility of marketing actual sets exists, however, until some kind of transmitting system is available—and visual broadcast transmission is still purely experimental.

"When RCA announced its three-point television development program last spring," said Mr. Beal, "it was estimated that it would require 12 to 15 months to build a television transmitter and a number of experimental receivers necessary to carry out the field tests. We are still engaged in that preliminary phase of the project, and obviously cannot be in a position to contemplate commercial service in the near future."

Educational Radio Body To Hold First Meeting

THE FIRST formal meeting of the Federal Radio Education Committee created under the auspices of the FCC, has been scheduled to be held in Washington Feb. 17 and 18 at the call of Dr. John W. Studebaker, U. S. Commissioner of Education and chairman of the committee. The committee's membership of 40 represents broadcasting, educational, religious, welfare and other groups interested in fostering cooperative program arrangements between educators and broadcasters.

Since formal announcement of the committee's personnel on Dec. 18, a number of "steering committee" meetings have been held at the call of Dr. Studebaker preparatory to the organization session. The committee has a fund of $27,000, half of which was subscribed by the National Advisory Council on Radio in Education, through the Rockefeller Foundation, and the other half on behalf of the broadcasting industry through the NAB.

Household Finance on MBS

HOUSEHOLD FINANCE Corp., Chicago (family loans) will return the original *Sherlock Holmes* program to air over MBS, without CKLW, on Feb. 1, Saturdays, 10:30-11 p. m. This program has not been on the air since G. Washington Coffee Refining Co. discontinued sponsorship over a year ago. Richard Gordon will play the role of Sherlock Holmes as formerly. Charles Daniel Frey Co., Chicago, is the agency.

APEX DRAWINGS
Detroit News Prints Schematic Short-wave Plans

REMEMBER the early days of radio when most all newspapers printed circuit designs and instructions on how to build your own cat's whisker set? Those days are returning, but in ultra modern form in the Detroit area anyway.

In connection with the inauguration of its new "apex" ultra short wave broadcasting station on Feb. 1, the *Detroit News* operating WWJ, will print schematic drawings for those who want to build their own receivers capable of picking up the signals of the new station. That's because most of the receivers now in use will not pick up the ultra high frequencies.

The "apex" station, like those in experimental service in a score of cities, will rebroadcast many WWJ programs, along with sports broadcasts and educational programs. The *News* station will operate on 31,600 kilocycles (31.6 megacycles).

Western Auto Stores

FIRST program to be sold by NBC from its new Hollywood studios is a 13-week series for Western Auto Supply Co., Los Angeles, operating retail automobile accessory stores in Western states, through Dan B. Miner Co., Los Angeles agency. It will start Feb. 1, Saturdays at 7:30 p. m. (PST) over the basic red network plus KFSD, San Diego; KDYL, Salt Lake City; KOA, Denver, and KTAR, Phoenix. Frank Hodek, formerly conductor of the Omaha Symphony but a newcomer to radio, will be music director. William Dugan will adapt the script. *Death Rides the Highway* will caption the series in the form of a "safety campaign" program. It will include dramatizations adapted from official records of highway accidents.

Oral Hygiene Series

CALIFORNIA DENTAL SUPPLY Co., Los Angeles, in January launched a radio campaign through W. Austin Campbell Co., that city, on KMTR, KNX, KFWB, Hollywood and KHJ and KFI, Los Angeles. The product is Vita-Cell, a mouth wash that has been sold to the professions for years, but is now offered to the public for the first time. It is planned to distribute Vita-Cell nationally through drug outlets with the radio campaign gradually extended to the East. The initial Southern California campaign will last three months with a staggered schedule of sponsorship to full-time programs, time signals and a few spot announcements.

Calirad Wafer Test

STERLING PRODUCTS Inc., New York (Calirad wafer) will soon start a 15-minute, five-weekly dramatic skit over an unknown New York station as a test of the wafer, manufactured by Bayer Co., a subsidiary. It is a mint to which calcium, phosphorous and vitamin D have been added. This product has been made by Bayer for a number of years but this is the first consumer advertising effort. Blackett-Sample-Hummert Inc., New York, is the agency.

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

General and Special Experimental Stations Licensed by FCC

Pioneer Grantees of Licenses and CP's to Probe "Very High" Frequencies or Ultra-Short Waves

(Revised to January 21, when FCC ordered temporary suspension of further grants; see article opposite)

Call Letters	Licensee	City	Frequencies in Kilocycles	Power in Watts
		EXPERIMENTAL BROADCAST		
W1XEQ*	E. Anthony & Sons, Inc.	Fairhaven, Mass.	31600, 35600, 38600, 41000	100
W6XAS	Julius Brunton & Sons Co.	San Francisco (Portable—Mobile)	31600, 35600, 38600, 41000	10
W1XEG	Connecticut State College	Storrs, Conn.	86000-400000, 401000	500
W9XAZ	The Journal Company	Milwaukee, Wis.	31600, 35600, 38600, 41000	500
W9XHE	Frank O. Knoll & Julian F. McCutchan	St. Cloud, Minn.	31600, 35600, 38600, 41000	100
W6XKG	Ben S. McGlashan	Los Angeles, Cal.	31600, 35600, 38600, 41000	100
W9XER	Midland Broadcasting Co., Inc.	Kansas City, Mo.	31600, 35600, 38600, 41000, 86000-400000	50
W9XES	Midland Broadcasting Co., Inc.	(Portable—Mobile)	31600, 35600, 38600, 41000, 86000-400000	50
W9XET	Midland Broadcasting Co., Inc.	(Portable—Mobile)	31600, 35600, 38600, 41000, 86000-400000	1.5
W3XES*	Monumental Radio Co.	Baltimore, Md.	31600, 35600, 38600, 41000	300
W9XHW	Northwestern Broadcasting, Inc.	Minneapolis, Minn.	31600, 35600, 38600, 41000, 86000-400000, 401000	50
W9XPD	Pulitzer Publishing Co.	St. Louis, Mo.	31600, 35600, 38600, 41000, 86000-400000	100
W9XOK	Star-Chronicle Publishing Co.	St. Louis, Mo.	31600, 35600, 38600, 41000	100
W8XAI	Stromberg-Carlson Telephone Mfg. Co.	Victor Township, N. Y.	31600, 35600, 38600, 41000	100
W8XH	WBEN, Incorporated	Buffalo, N. Y. (Portable—Mobile)	31600, 35600, 38600, 41000	100
W5XAU	WKY Radiophone Co.	Oklahoma City, Okla.	31600, 35600, 38600, 41000	100
W3YEY	Baltimore Radio Show Inc.	Baltimore, Md.	31600, 35600, 38600, 41000	100
W3XEX	WTAR Radio Corp.	Norfolk, Va.	31600, 35600, 38600, 41000	50
W8XWJ	Evening News Ass'n.	Detroit, Mich. (Portable—Mobile)	31600, 35600, 38600, 41000	100
W4XCA	Memphis Commercial Appeal, Inc.	Memphis, Tenn.	31600, 35600, 38600, 41000	50
W9XJL	Head of the Lakes Broadcasting Co.	Superior, Wis.	31600, 35600, 38600, 41000	80
W4XBW	WDOD Broadcasting Corp.	Chattanooga, Tenn.	31600, 35600, 38600, 41000	100
W2XJI*	Bamberger Broadcasting Service, Inc.	Newark, N. J.	31600, 35600, 38600, 41000	1,000
W1XER*	Shepard Broadcasting Service	Boston, Mass.	31600, 35600, 38600, 41000	500
W5YAW	Attala Broadcasting Company	Kosciusko, Miss.	31600, 35600, 38600, 41000	100
		FACSIMILE STATIONS		
W7XBD	Oregonian Publishing Co.	Portland, Ore.	1614, 2398, 3492.5	1,000
W9XAG	The Journal Co.	Milwaukee, Wis.	1614, 2398, 3492.5, 4797.5, 6425, 8655	1,000
		STATIONS HAVING BOTH BROADCAST PICKUP & EXPERIMENTAL BROADCAST FREQUENCIES		
W2XDG	National Broadcasting Co., Inc.	New York, N. Y.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000, 401000	5,000
W2XHG	National Broadcasting Co., Inc.	New York, N. Y.	25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000	150
W3XL	National Broadcasting Co., Inc.	Bound Brook, N. J.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310	100,000
W9XBS	National Broadcasting Co., Inc.	Chicago, Ill.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000, 401000	2,500
W1XAK	Westinghouse E. & M. Co.	Chicopee Falls, Mass.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000, 86000-400000, 401000	50,000
W8XI	Westinghouse E. & M. Co.	East Pittsburg, Pa.	23100, 25700, 26000, 27100, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000, 86000-400000, 401000	20,000
		SPECIAL EXPERIMENTAL STATIONS OPERATING AS BROADCAST STATIONS ON EXPERIMENTAL BASIS		
W1XKA	Westinghouse E. & M. Co.	(Portable—Mobile)	31600, 35600, 38600, 41000, 55500, 60500, 86000-400000	50
W3XKA	Westinghouse E. & M. Co	(Portable—Mobile)	31600, 35600, 38600, 41000, 55500, 60500, 86000-400000	50
W8XKA	Westinghouse E. & M. Co.	(Portable—Mobile)	31600, 35600, 38600, 41000, 55500, 60500, 86000-400000	150

Also licensed as facsimile stations

JANSKY & BAILEY

National Press Bldg.

WASHINGTON, D. C.

An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting

Enter the "Apex" Broadcasting Station

Pioneer Applicants Get Experimental Permits to Study Local and Other Ultra Short-wave Potentialities

THE PROSPECTS of ultra-short wave broadcasting of sound, facsimile and television have aroused intense interest in technical broadcasting circles. Assigned to the experimental "very high" frequencies already are a score or more of stations, largely operated by existing broadcasters and especially by newspaper station operators. This article and the tabulation on the opposite page are intended to set forth in non-technical fashion the purpose and hopes of the experimenters. In later issues, *Broadcasting* expects to be able to carry reports by the actual experimenters and by FCC authorities on their practical findings in short-wave bands.

TUCKED away rather obscurely on page 27 of the FCC's recently published annual report is the beginning of a paragraph statement covering "very high frequency experimental broadcast" services which, actually, is a sort of preliminary report on that new and increasing class of stations unofficially called "apex".

Several dozen construction permits for experimental broadcasting stations in the general experimental classification have been issued during the last year by the FCC, mostly to concerns already engaged in regular broadcasting, and reports are already beginning to come in to FCC engineers about results achieved in the "very high" frequency bands assigned to them, more popularly known as the ultra short-wave bands.

The significance of these "apex" experiments (the term is still unofficial, but it seems apt in describing the extremely high radiating points required for antennas, though it is not very descriptive of the extremely limited coverage area of the new class of stations) is suggested by the FCC's report:

Interest in very high frequency experimental broadcasting has continued to develop; however, the full possibilities of the frequencies for local broadcasting are developing slowly due to the very limited number of broadcast receivers that will tune to this band of frequencies. The very high frequencies above 30 megacycles have such characteristics that they serve a small area and then beyond this range no interference will be caused to other stations. This is different from the propagation characteristics of the stations on the regular broadcast frequencies (550 to 1,500 kc.) which have a moderate primary service area but the signals continue for hundreds of miles so that their interference range is enormous compared with the primary service area. Due to this characteristic of the very high frequencies, it has been considered that they offer a means of supplying strictly local service to any number of centers of population with frequency assignments duplicated at relatively low mileage separations. The individual stations would serve only a few miles, probably in the order of 2 to 10 miles depending upon the power, location of the transmitter, its efficiency, and the radio propagation characteristics of the surrounding terrain.

What Is Being Done

IN broadcasting circles, the question naturally has arisen: Will these wave lengths above 30,000 kc., or below 10 meters, eventually be opened up for an entirely new class of purely localized stations carrying commercial programs like those now carried on the 550-1500 kc. channels?

The question cannot be answered at the present time, for the FCC engineers themselves don't know. This much only is known: That the score or more of CP's issued for experimental operation on the ultra-short experimental frequencies, as tabulated on the opposite page, have been granted without hearings for the purpose of learning about the efficacy of those channels. General rules have been written, and are now being revised by the FCC as part of its new rules and regulations, soon to be made public, but they are designed to encourage the experiments in order to open up these channels eventually.

The FCC Broadcast Division, however, at its Jan. 21 meeting decided to grant no more "apex" channels until the new regulations specifically applicable to them can be completed by its engineers. The last grant was to Attala Broadcasting Co., operating WHEF, Kusciusko, Miss. The FCC's suspension of grants for the time being was decided upon to curb the deluge of applications in prospect, most of which are expected to win favorable action, but within the terms of the new regulations.

Interference Effects

MOST of the companies securing the CP's, some of which have been licensed for several months and are already submitting technical reports to the FCC, are interested not only in the local service possibilities on the "very high" frequencies but in building up field test reports which may make their way easier when television and facsimile come. Television, it is well known, will also be assigned to the "very-high" or ultra-short wave lengths, and its sound tracks will be on adjacent ultra-shorts rather than in the present broadcast band. Thus when television sets ultimately find their way to the market, they will be combination long, short and ultra short-wave receivers—truly "all wave" sets—and they will be capable of tuning in these wave lengths.

In its rosiest aspect, assuming a high degree of success by present experimenters, it would seem that new avenues of the ether for hundreds and perhaps thousands of additional local broadcasting stations may ultimately be available on the ultra-shorts.

So far the reports from stations already in operation — such as W9XAZ, of the *Milwaukee Journal*; W8XH, of the *Buffalo News*; W9XPD, of the Pulitzer Publishing Co., St. Louis; W6XAS, of Julius Brunton & Sons Co., San Francisco, and W8XAI, of the Stromberg-Carlson Co., Rochester—have given FCC engineers only slight inklings of what may be expected. They know that eventually a definite allocation by frequencies rather than wide bands must be made, for far-flung interference effects are already beginning to be felt. For example, W8XAI in San Francisco has been found to interfere in the East, and the *St. Louis Post-Dispatch's* W9XPD has been heard as far away as California—this despite the fact that, as stated in the FCC report, a reliable radius probably of only 2 to 10 miles may be expected on the "apex" wave lengths. These cases of long-distance interference do not necessarily indicate that the station will serve more area than anticipated but may under certain circumstances cause more interference than was expected.

FCC engineers think that within a year or two they will know enough from the required reports from "apex" station operators to chart their future course. In the meantime, the experimenters are bearing the expense of the stations, which are not very costly to install because of their extremely low powers, and usually operating them in conjunction with their regular broadcasting stations while their engineers take special field tests. One of the staunchest believers in the future broadcast possibilities of "apex" waves is I. R. Baker, broadcast equipment sales chief of RCA Mfg. Co. For several years Mr. Baker has been "talking up" the ultra-shorts, not only as an ultimate avenue for television but for localized sound broadcasting as well.

The handicap faced by the experimenters is the lack of audience on these waves. Even the so-called "all wave" sets seldom reach above 30,000 kilocycles (or below 10 meters) so that special receivers must be built to tune them in. However, countless technicians, particularly "hams", are beginning to cooperate in rendering reports on receptivity characteristics which are being collated with reports of the stations' own observers. Station W8XAI, of the Stromberg-Carlson Tel. Mfg. Co., Rochester, which is operated in conjunction with its 50,000-watt WHAM, is encouraging listener response by having members of its technical staff present special "apex" programs every Sunday afternoon from 1:30 to 2 o'clock. The period is made up of news concerning high-frequency transmission, technical data and other information that appeals to amateur operators and experimenters equipped to receive the signals. W8XAI reports having been heard as far away as Salt Lake City.

Pending promulgation of its new rules and regulations, the FCC is passing out to all interested in "apex" stations a four-page bulletin pointing out what are the various experimental services and what is required from licensees. Applicants, it is stated, must be bona fide experimenters technically and financially qualified. The various classifications of experimental waves are set forth, any or all of which may be requested by qualified applicants interested in general research.

"All applicants," says the bulletin, "who desire to operate experimental stations in accordance with the foregoing should submit with their applications a supplementary statement confirming their understanding of the fact that their applications if granted will permit communication in the service in which they are interested on an experimental basis only, and that the granting of this authority may not be construed as a finding on the part of the Commission that the frequencies requested are believed to be those within the very high frequency range best suited for such service or that they will eventually be so allocated."

Wide Tuning Range

DESPITE this restriction, many broadcasters are investing in this research (1) to satisfy themselves whether the ultra-shorts are feasible for localized broadcasting; (2) to build up field reports on the ultra-short waves generally so as to be prepared for television and facsimile, which will inevitably be assigned to the extreme upper end of the spectrum, and (3) to contribute to knowledge of the ultra-short wave art as pioneers and thus to be prepared to claim priority in assignments if and when those waves become commercially valuable both for sound and sight.

Sharp tuning of the signals on these waves, according to reliable reports, is at present a virtual impossibility—hence the FCC allows a considerable latitude in band widths in the general experimental miscellaneous class of stations, which are assigned usually to 31,600, 35,600, 38,600 and 41,000 kc., with the 86,000-400,000 kc. bands also assigned if requested. Whereas ordinary broadcasting in the 550-1500 kc. band is spaced 10 kc., no definite spacing is fixed on the ultra-shorts because wide tuning is a characteristic of the super-

(Continued on page 62)

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBZ-WBZA, Boston, Springfield

Standard Oil Co. of New Jersey, New York, 24 weekly *sp* (renewal news programs), thru Marschalk & Pratt Inc., N. Y.
New York Diesel Institute, New York (instruction), daily *sa*, thru Derouville Adv. Agency, Albany.
Good Luck Food Co., Rochester, N. Y. (desserts), 2 weekly *sp*, thru Hughes, Wolff & Co. Inc., N. Y.
Araban Coffee Co., Boston, 2 weekly *sp*, thru Forrest B. Makechnie Inc., Boston.
Plymouth Rock Gelatine Co., Boston, 2 weekly *sp*, thru John W. Queen, Boston.
Sleetex Co., New York (windshield ice remover), daily *sa*, thru Humbert & Jones, N. Y.
Consolidated By-Product Co., Philadelphia (dog food), weekly *t*, thru McLain Organization Inc., Philadelphia.
Foley & Co., Chicago (Honey & Tar compound), 6 weekly *sp*, thru Laueson & Salomen, Chicago.
C. M. Kimball Co. Inc., Everett, Mass. (household supplies), 6 weekly *sp*, thru Wood, Putnam & Wood Co., Boston.

WMAQ, Chicago

Chicago & Northwestern Railway, Chicago, 2 *sa*, thru Caples Co., Chicago.
Florida Citrus Commission, Tampa, 26 *t*, and 10 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 13 *t*, thru Henri, Hurst & McDonald Inc., Chicago.
National Biscuit Co., Chicago, 366 *ta*, thru McCann-Erickson Inc., Chicago.
RCA Mfg. Co., Camden, N. J. (radio tubes), 156 *sa*, thru Lord & Thomas, New York.
Boweys Inc., Chicago (Dari-Rich chocolate milk), 17 *t*, thru Russell C. Comer Adv. Co., Chicago.

KGHL, Billings, Mont.

Texas Co., New York (Texaco), 24 weekly *sp* (news program renewed one year), thru Hanff-Metzger Inc., N. Y.
Studebaker Corp., South Bend, Ind. (autos), 4 weekly *t*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Reid-Murdoch & Co., Chicago (Monarch food), 52 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Pinex Co., Fort Wayne, Ind (proprietary), 27 *sa*, thru Philip O. Palmer & Co. Inc., Chicago.

WHAM, Rochester

Geneva Baking Co., Geneva, New York, 3 weekly *t*, direct.
Bunte Bros., Chicago (candy), 3 weekly *sp*, thru Fred A. Robbins Inc., Chicago.
Bulova Watch Co., New York, 2 daily *ta*, *sa*, thru Biow Co. Inc., N. Y.
Florida Citrus Commission, Lakeland, Fla. (fruit), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KADA, Ada, Okla.

Chattanooga Medicine Co., Chattanooga (almanacs), 7 *ta*, thru Neisser-Meyerhoff Inc., Chicago.
French Lick Springs Hotel Corp., French Lick, Ind. (mineral water), 26 *t*, direct.

WLS, Chicago

Lancaster County Seed Co., Paradise, Pa., 13 *ta*, thru C. F. Kern Adv. Agency, Philadelphia.
Gillette Rubber Co., Eau Claire, Wisc. (tires), 13 *sp*, thru Cramer-Krasselt Co., Milwaukee.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 78 *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Murphy Products Co., Burlington, Wisc. (mineral feeds) 52 *sp*, and 39 *sa*, thru Wade Adv. Agency, Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 24 *sp*, thru Wade Adv. Agency, Chicago.
Pennsylvania Salt Mfg. Co., Chicago (Lewis' Lye), 42 *sa*, thru L. W. Ramsey Co., Chicago.
Earl Ferris Nursery, Hampton, Ia., 39 *sp*, thru Lessing Adv. Agency, Des Moines.
Country Life Insurance Co., Chicago, 39 *sa* and 12 *sp*, thru Critchfield & Co., Chicago.
Nitragin Co. Inc., Milwaukee, (legume inoculation) 13 *sa*, thru Western Adv. Agency Inc., Chicago.

WHK, Cleveland

Kroger Grocery & Baking Co., Cincinnati (chain store), weekly *t*, thru Ralph H. Jones Co., Cincinnati.
Remington Rand Inc., Cleveland (business machines), 5 weekly *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars), 2 daily *sp*, thru S. M. Epstein Co., Detroit.

WJBK, Detroit

Kroger Grocery & Baking Co., Cincinnati, 6 weekly *sp*, thru Ralph H. Jones Co., Cincinnati.
R. G. Dun Cigar Mfg. Co., Detroit, 6 weekly *sp*, direct.
Ford Motor Co., Detroit, 4 daily *sa*, thru N. W. Ayer & Son Inc., N. Y.

WROL, Knoxville

SSS Co., Atlanta (SSS tonic), weekly *sp* (rebroadcast from WLW), direct.

KNX, Los Angeles

John C. Michael Co., Chicago Mickey Quilt patches), *sa*, thru Northwest Radio Adv. Co., Seattle.
Axton-Fisher Tobacco Co., Louisville (Spud cigarettes), weekly *t*, thru Kenyon & Eckhardt Inc., N. Y.
Kester Solder Co., Chicago (solder mender), 4 *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.
Bathasweet Corp., New York (Bathasweet), 5 weekly *sa*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Midwest Radio Corp., Cincinnati (Miraco radios), 4 weekly *sa*, thru Key Adv. Co., Cincinnati.
Miller Brewing Co., Milwaukee, 2 weekly *t*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Strasska Laboratories, Los Angeles (toothpaste), 3 weekly *t*, thru Glasser Adv. Agency, Los Angeles.
Olson Rug Co., Chicago (rebuilt rugs), 5 weekly *sa*, thru Presba, Fellers & Presba Inc., Chicago.

KMOX, St. Louis

Drug Trade Products, Chicago (proprietary), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.
Colonial Baking Co., St. Louis, 9 weekly *sa*, direct.
Chevrolet Motor Co., Detroit, 5 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.
Postal Life & Casualty Insurance Co., Kansas City, 78 *sp*, thru R. J. Potts Co., Kansas City.
Welfare Finance Co., St. Louis (automobile finance), 52 *sp*, direct.

WGY, Schenectady

E. L. Knowles, Springfield, Mass. (Rubine liniment), daily *sa*, thru DeForest Merchandising Bureau, Springfield.
Fels & Co., Philadelphia (soap), 2 weekly *sp* (39 weeks), thru Young & Rubicam Inc., N. Y.
RCA Mfg. Co., New York (radios), 156 *sa*, thru Lord & Thomas, N. Y.

WHB, Kansas City

Olson Rug Co., Chicago (rebuilt rugs), 5 weekly *sp*, thru Philip O. Palmer & Co. Inc., Chicago.

From the Brooklyn Eagle

"Signor insists on this arrangement . . . he claims that his voice is best in the bath."

WOR, Newark

National Republican Council, New York (political), weekly *sp*, direct.
Chrysler Corp., Detroit (Plymouth autos), 3 weekly *t*, thru, J. Stirling Getchell Inc., Detroit.
Pure Oil Co., Chicago (Purol-Pep), 3 weekly *t*, thru Freitag Adv. Agency Inc., Chicago.
Illinois Meat Co., Chicago (meat products), 6 weekly *sp*, thru J. L. Sugden Adv. Co., Chicago.
North American Dye Corp., Mount Vernon, N. Y. (Dytint), weekly *sp*, thru Atherton & Currier Inc., N. Y.
New Jersey Laundry Owners Assn., Newark, 3 weekly *sp*, thru Frank Presbrey Co. Inc., N. Y.
La Choy Food Products Inc., Detroit (chop suey, chow mein), 3 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Japan Crabmeat Assn., New York, 2 weekly *t*, weekly *sp*, thru Maxon Inc., Detroit.

KFEQ, St. Joseph, Mo.

Interstate Nurseries, Hamburg, Ia., 12 weekly *sp*, direct.
Barnsdall Refining Co., Tulsa, (oil products), 6 weekly *sp*, thru Cooperative Adv. Co., Tulsa.
Phillips Petroleum Co., Bartlesville, Okla., 6 weekly *ta*, thru Lambert & Feasley Inc., N. Y.
Willard Tablet Co., Chicago (proprietary), 26 *sp*, thru First United Broadcasters, Chicago.
Olson Rug Co., Chicago (rebuilt rugs), 144 *ta*, thru Philip O. Palmer & Co. Inc., Chicago.
Nutrena Feed Mills Inc., Kansas City (fodder), 6 weekly *sp*, direct.
Nitragin Co. Inc., Milwaukee (legume inoculation), 13 *sa*, thru Western Adv. Agency, Racine, Wis.

KFAB, Lincoln, Neb.

Babson Dairy Equip. Co., Chicago (cream separator), 13 *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.
Max Mehl, Fort Worth (old coins), weekly *t*, thru Guenther-Bradford Co., Chicago.
Uncle Sam Breakfast Food Co., Omaha, *sa*, thru Bozell & Jacobs Inc., Omaha.
American Popcorn Co., Sioux City, Ia. (corn poppers), 2 *sp*, thru Coolidge Adv. Co., Des Moines.

WGN, Chicago

Peter Hand Brewery Co., Chicago (beer), 156 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Minnesota Valley Canning Co., La Sueur, Minn. (Del Maiz canned vegetables), 39 *sp*, thru Leo Burnett Co. Inc., Chicago.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 252 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Chevrolet Motor Co., Detroit (automobiles), 39 *t*, thru Campbell-Ewald Co. Inc., Detroit.

WDBO, Orlando, Fla.

B. C. Remedy Co., Durham, N. C. (proprietary), 6 weekly *sa*, thru Harvey-Messengale Co. Inc., Durham.
Seaboard Oil Co., Atlanta (gasoline), 6 weekly *sa*, thru Freitag Adv. Agency Inc., Atlanta.
Stanback Co., Salisbury, N. C. (proprietary), 6 weekly *sp*, direct.

WENR, Chicago

Chicago & Northwestern Railway, Chicago, 2 *sa*, thru Caples Co., Chicago.
Procter & Gamble Co., Cincinnati (Ivory shaving cream), 21 *sa*, thru Blackman Adv. Agency, N. Y.
Sleetex Co. Inc., New York (Windshield Defroster Blades), 7 *sa*, thru Humbert & Jones Adv. Co., N. Y.

WAGM, Presque Isle, Me.

American Agricultural Chemical Co., New York (Agrico fertilizer), 13 *sp*, thru Cowan & Dengler, N. Y.
Great Atlantic & Pacific Tea Co., Portland, Me. (chain stores), daily *sa*, direct.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

OWEY'S Inc., Chicago (Dari-Rich ocolate drink) on March 1 starts ogram on 9 NBC-WEAF stations, ndays, 1:30-1:45 p. m., Thursdays, :15 p. m. Agency: Russell C. mer Adv. Co., Chicago.

ATIONAL ICE ADV. Inc., Chica- (natural ice) on Feb. 11 starts kfair on 55 CBS stations, Tues- ys, 10-10:30 p. m. Agency: Dona- e & Coe Inc., N. Y.

FFILIATED PRODUCTS Inc., icago (Louis Philippe cosmetics) n Jan. 22 started *Paris Night Life* 31 CBS stations, Wednesdays, :15-7:30 p. m., repeat at 11:15 p. Agency: Blackett-Sample-Hum- rt Inc., N. Y.

FFILIATED PRODUCTS Inc., icago (Edna Wallace Hopper cos- tics) on Jan. 20 started *Romance Helen Trent* on 17 CBS stations, on. thru Fri., 11:15-11:30 a. m. ency: Blackett - Sample - Hummert c., N. Y.

MERICAN TOBACCO Co., New rk (Lucky Strike cigarettes) on rch 11 starts *Your Hit Parade* on NBC-WEAF stations, Wednes- ys, 10-11 p. m. Agency: Lord & omas, N. Y.

ROWN OVERALL MFG. Co., Cin- nnati, on Feb. 13 starts musical pro- am on MBS, Thursdays, 7:45-8 m. Agency: H. W. Kastor & Sons dv. Co. Inc., Chicago.

OUSEHOLD FINANCE Corp., hicago (loans) on Feb. 1 starts *herlock Holmes* on MBS, Saturdays, 0:30-11 p. m. Agency: Charles aniel Frey Co., Chicago.

LICQUOT CLUB Co., Millis, Mass. ingerale) on Jan. 19 started *Harry ner & Clicquot Club Eskimos* on 12 BC-WEAF stations, Sundays, 3-3:30 m. Agency: N. W. Ayer & Son c., Boston.

ROCTER & GAMBLE Co., Cincin- ati (Camay) on Jan. 13 started *For- er Young* on 27 NBC-WEAF sta- ons, Mon. thru Fri., 3-3:15 p. m. gency: Pedlar & Ryan Inc., N. Y.

EO. A. HORMEL & Co., Austin, inn. (soup, chili) on Jan. 20 start- d *Hormel Chili Beaners* on 7 CBS tations, Mondays, 8-8:30 p. m. gency: Batten, Barton, Durstine & sborn Inc., N. Y.

ELS & Co., Philadelphia (Fels Nap- ha soap) on Feb. 18 starts *Four hythm Boys* on 2 CBS stations, time ot scheduled. Agency: Young & ubicam Inc., N. Y.

OLD AGE REVOLVING PENSION td., San Francisco (political) on an. 26 started for 13 weeks talks on *The Townsend Plan*, on 8 California BS-Don Lee stations, Sundays, :15-4:30 p. m. (PST). Agency: rank E. Cox Radio Adv., Oakland, al.

ACIFIC GUANO & FERTILIZER o., Berkeley, Cal. (fertilizer) on eb. 2 starts for 13 weeks *Garden uide* on 8 CBS-Don Lee stations, undays, 9:30-9:45 a. m. (PST). gency: Tomaschke-Elliott Inc., Oak- and, Cal.

ESTERN AUTO SUPPLY Co., ngeles (auto accessories), on Feb. 1 arts for 13 weeks *Death Rides the Highway*, dramatizations, on 9 NBC- PO stations, Saturdays, 7:30-8 m. (PST). Agency: Dan B. Miner o., Los Angeles.

Renewal Contracts

ORD MOTOR Co., Dearborn, Mich. autos) on Dec. 31 renewed *Fred Waring's Pennsylvanias* on 89 CBS tations, Tuesdays, 9:30-10 p. m., re- eat at 12 midnight. Agency: N. W. yer & Son Inc., N. Y.

FORD MOTOR Co., Dearborn, on Dec. 29 renewed *Ford Sunday Evening Hour* on 87 CBS stations, Sundays, 9-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

BOURJOIS SALES Corp., New York (cosmetics) on Feb. 17 renews *Evening in Paris* on 26 NBC-WJZ stations, Mondays, 8:30-9 p. m. Agency: Lord & Thomas, N. Y.

GENERAL MILLS Inc., Minneapolis (flour) on Jan. 1 renewed *Betty Crocker* on 24 NBC-WEAF stations, Wed., Fri., 10:45-11 a. m. Agency: Knox Reeves Adv. Inc., Minneapolis.

PHILIP MORRIS & Co. Ltd., New York (cigarettes) on Feb. 4 renews *Philip Morris Program* on 57 NBC-WEAF stations, Tuesdays, 8-8:30 p. m., repeat at 11:30 p. m. Agency: Biow Co. Inc., N. Y.

KELLOGG Co., Battle Creek (food) on Feb. 3 renews *Singing Lady* on 16 NBC-WJZ stations, Mon., Tues., Wed., 5:30-5:45 p. m., Thurs., Fri., 6:30-6:45 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

LADY ESTHER Co., Evanston, Ill. (cosmetics) on Feb. 4 renews *Lady Esther Serenade* on 35 NBC-WEAF stations, Tues., Wed., 8:30-9 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

TASTYEAST Inc., Trenton (chocolate yeast) on Feb. 9 renews *American Pageant of Youth* on 9 NBC-WJZ stations, Sundays, 12-12:30 p. m. Agency: Clements Co. Inc., Philadelphia.

CLIMALENE Co., Canton, O. (household products) on Feb. 6 renews *Climalene Carnival* on 11 NBC stations, Thursdays, 11:30-12 noon. Agency: W. S. Hill Co., Pittsburgh.

AMERICAN HOME PRODUCTS Co., New York, (Anacin) on Feb. 4 renews *Easy Aces* on 26 NBC-WJZ stations, Tues., Wed., Thurs., 7-7:15 p. m. Agency: Blackett - Sample - Hummert Inc., N. Y.

MODERN FOOD PROCESS Co., Philadelphia (dog food) on Feb. 10 renews *Dog Stories* on 5 NBC-WJZ stations, Mondays, 4:15-4:30 p. m. Agency: Clements Co. Inc., Philadelphia.

PURITY BAKERIES Corp., Chicago (bread) on Feb. 3 renews *Omar the Mystic* on MBS, Mon. thru Fri., 5:15-5:30 p. m. (WOR), repeat at 6 p. m. (CKLW, WSAI). Agency: Hanff-Metzger Inc., Chicago.

STERLING PRODUCTS Inc., New York (Bayer's Aspirin) on Feb. 25 renews *Lavender and Old Lace* on 23 CBS stations, Tuesdays, 8-8:30 p. m. Agency: Blackett - Sample - Hummert Inc., N. Y.

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & SLEININGER, Inc.

National Representatives

A Fair Exchange

TULANE University, New Orleans, is broadcasting a series of educational programs on WSMB, that city, receiving the time in exchange for WSMB's exclusive right to broadcast Tulane football games. Each college and major division of the University participates in program selection and takes part in the air instruction, which is conducted on a good-will basis.

WESSON OIL & SNOWDRIFT SALES Co., San Francisco (Wesson oil & Snowdrift) on Jan. 27 renewed for 13 weeks *Hawthorne House* on 6 NBC-KPO stations, Mondays, 9:30-10 p. m. (PST); starting February 28, Fridays, 7:30-8 p. m. (PST). Agency: Fitzgerald Adv. Agency Inc., New Orleans.

SPERRY FLOUR Co. (Division of General Mills), San Francisco, (pancake and waffle flour) on Feb. 4 renews for 52 weeks in *Martha Meade* on 6 NBC-KPO stations, Tues., Thurs., 10-10:15 a. m. (PST). Agency: Westco Adv. Agency, San Francisco.

SPERRY FLOUR Co. (Division of General Mills), San Francisco, (Wheathearts) on Feb. 5 renews for 52 weeks in *Sperry Special* with Hazel Warner & Paul Carson on 6 NBC-KPO stations, Wed., Fri., 2:30-2:45 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

Zotos on CBS Network

SALES AFFILIATES Inc., New York (Zotos permanent hairwaver) will take a coast-to-coast network for the first time using 81 CBS stations beginning Feb. 23, Sundays, 6-6:30 p. m. Phil Spitalny and his 35-piece all-girl orchestra will be the talent. Grey Adv. Agency Inc., New York, placed the account, which is booked for 20 weeks.

Check your Dun and Bradstreets

Business IS Good in

MISSOULA MONTANA

1000 Watts **KGVO** 1260 Kc.

PACKARD MOTOR CAR Co., Detroit, on Feb. 15 renews *Packard Fiesta* on NBC (KPO-KFI), Saturdays, 9-9:30 p. m. (PST). Agency: Young & Rubicam Inc., N. Y.

PISO Co., Warren, Pa. (tonic) on Feb. 4 renews for 4 weeks *The Dream Singer* on MBS (WOR, WGN, CKLW, WCAE, WGAR), Tuesdays and Thursdays, 12:15-12:30 p.m. Agency: Aitken-Kynett Co., Philadelphia.

MURINE Co., Minneapolis (eye wash) on Feb. 27 renews for 8 weeks *Let's Listen to This* on MBS (WOR, WLW, WGN, CKLW, WAAB), Thursdays, 9-9:45 p. m. Agency: Neisser-Myerhoff Inc., Chicago.

PET MILK Co., St. Louis (canned milk) on Feb. 4 renews in *Woman's Magazine of the Air* on 7 NBC-KPO stations, Tuesdays, 3:45-4 p. m. (PST). Agency: Gardner Adv. Co., St. Louis.

Network Changes

LARUS & BRO. Co., Richmond (Edgeworth tobacco) shifts Corn Cob Pipe Club to NBC-WJZ network, Wednesdays, 9-9:30 p. m.

TEXAS OIL Co. shifts to musical program.

UNIVERSAL

Combination FLOOR STAND

A rugged three-piece, telescoping, combination banquet and floor stand—Compact—light weight—smooth in operation—Finished in fully polished nickel plate—Equipped with cadmium plated, adjustable and detachable copy holder, mounted on a flexible steel arm—A clean, workmanlike job, designed and manufactured to Universal standards of quality — List Price, complete with 8 springs, $10.00.

Universal Microphone Co., Ltd.

424 Warren Lane

Inglewood, Calif., U. S. A.

THE SUNDAY PLAYERS

"The Ober-Ammergau of the Air"

HERE ARE RADIO'S BEST BIBLE DRAMAS!

"Immortal Stories from the Book of Books!" 52 superb half-hour transcriptions. Endorsed by all churches. Time-tested, proved, on KFI, KSL, KLZ, KGA, KVI, KOIN, KFOX, KGGM, KFWB, KFYR, KTAR, KGAR, KOMO, KTSM, KTAT, KOMA, WSMB, WCAO, WDAF, WDAC, WKBN, WMBG, 2GB. Ideal for Banks, Life Insurance, Trust Service, Public Utilities, Home Furnishings, Cemeteries, Memorial Parks, Mortuaries.

START NOW FOR EASTER: The Life of Christ, from "A Child in The Temple" to "The Resurrection", will dominate the air during Lent. 13 New Testament; 50 Old Testament Plays, all ready now. Complete Copy Service; Announcement Folders; Souvenir Booklets, Publicity Portraits; Press Stories. Write or wire for two audition programs; $5 c. o. d.

THIS IS A BIBLE YEAR

400th Anniversary of English Bible

MERTENS AND PRICE, INC.

RADIO PRODUCTIONS

1240 South Main Street Los Angeles, Calif.

"Showmanship? VARIETY gives first ranking in Indianapolis to the 'hot shots' at... WIRE"

Tops WITH RADIO FANS IN INDIANAPOLIS

NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

Represented by
WM. G. RAMBEAU CO. N.Y. Chicago Frisco

AGENCIES AND REPRESENTATIVES

DOUGLASS ALLEN & LELAND DAVIS Inc., new Cincinnati agency, has been formed by the former president and vice president of the old-line Procter & Collier agency which has been liquidated. The new firm has taken over a number of Procter & Collier accounts, including Crosley Radio Corp.

CLIFFORD F. BROEDER, formerly account executive and radio director of Oakley R. French Inc., St. Louis agency, has opened an agency in St. Louis under his own name.

ROY S. FROTHINGHAM, sales promotion and research counsel, San Francisco, has moved his offices from the Hearst Bldg. to the One Eleven Sutter Bldg., in the same building with NBC.

BART L'HOMMEDIEU, radio executive in the Los Angeles office of Ruthrauff & Ryan Inc., on Feb. 1 joined the radio department of H. C. Bernsten Agency, Los Angeles.

J. L. SUGDEN ADV. Co., Chicago, has opened a New York branch at 420 Lexington Ave., with Robert Collins as vice president in charge.

J. WALTER THOMPSON Co., will close its Cincinnati branch Feb. 1, with Howard Henderson, manager, being transferred to the New York office.

A. H. STOCKWELL and James H. Connolly have been transferred from the N. W. Ayer & Son business office in Philadelphia to the New York radio department of the agency.

REESE, ROSSITER & Co. Inc., has been formed at 444 Madison Ave., New York, by the merger of Thomas H. Reese and Ralph Rossiter agencies.

WILLIAM GAINES has resigned as director of publicity for Kenyon & Eckhardt, Inc., New York agency.

BERNARD LICHTENBERG, formerly vice president and a director of the Alexander Hamilton Institute, and former president of the ANA, has opened offices in the Graybar Bldg., New York, as a public relations counsel. He is taking over the clients of John W. Darr, public relations counsel, who has just been elected vice president in charge of public relations and advertising for Commercial Investment Trust, Inc.

HERBERT L. (Hal) ROSSEN, for the past year radio account executive with the Scholts Adv. Service, Los Angeles, has been appointed head of the J. Walter Thompson Co. press bureau in San Francisco, succeeding Walter B. Martin who has gone over to the Berkeley (Cal.) Community Chest as publicity director. Arthur Farlow, account executive, who recently joined the San Francisco offices of the agency, coming from Argentina, has been transferred to St. Louis as manager of the J. Walter Thompson Co. offices. Kelsey Denton succeeds Farlow in San Francisco, having been transferred from the New York offices.

WALLACE ELLIOTT, radio account executive of Tomaschke-Elliott Inc., Oakland, Cal. agency, and Jack Meakin, NBC musical conductor, San Francisco, have collaborated in writing two new songs, *I Must Be Crazy Over You* and *Flattering*.

DONALD A. BREYER, radio account executive of Sidney Garfinkel Adv. Agency, San Francisco, is the *NBC Hollywood Reporter*, sponsored by the Joseph Magnin Co. Inc. (women's apparel), that city, over NBC-KPO, Sundays, 4 to 4:15 p. m. He has replaced Cliff Engle, NBC announcer, who formerly had the assignment.

XEMO, Tijuana, Mex., has opened a Los Angeles sales office in the Insurance Exchange Bldg. in charge of William Richman, formerly of the sales staff of KIEV, Glendale, Cal.

TED DAHL, Los Angeles orchestra leader, in January joined the Allied Advertising Agencies, Los Angeles, as a radio account executive.

NED B. ABBOTT, for many years one of the officers and principal owners of the Randall Co., St. Paul printers, has resigned to become associated with McCord Co. Inc., Minneapolis advertising and marketing organization.

EMIL BRISACHER, president of Emil Brisacher & Staff, San Francisco agency, is on his annual trip to Chicago and New York in connection with the Van Camp Sea Food Co. He will return Feb. 12.

MRS. ERMA P. PROETZ, vice president and manager, Gardner Adv. Co., St. Louis, was in San Francisco in January to confer with officials of its affiliated agency, Botsford, Constantine & Gardner, on radio activities for the Pet Milk Sales Corp. account.

JAMES L. FREE, president of Free & Sleininger Inc., radio station representatives, and Mrs. Free left Chicago Jan. 21 for Miami Beach. While their plan is to spend most of their time in Florida, Mr. Free expects to stop off en route at some of the southern stations represented by his firm, returning to Chicago about the middle of February.

Isaac Joins Blair

Mr. Isaac

GEORGE F. ISAAC, who resigned Jan. 15 as director of radio for Lord & Thomas, Chicago, on Feb. 15 will join John Blair & Co., station representatives, as manager of the Chicago offices. Mr. Isaac was formerly commercial manager of WGN, Chicago, and before that was in the advertising department of the *Chicago Tribune*. The move leaves John Blair, president, free for his general duties as head of the organization and for personal contact with the stations the concern represents.

Lord & Thomas Changes Its Chicago Radio Staff

RECOGNIZING the division of duties of an agency radio department, Lord & Thomas, Chicago, has named Basil Loughrane as program director with responsibility for the creation and production of programs, and M. Lewis Goodkind manager of radio service, with supervision of matters pertaining to facilities, contracts and publicity. These appointments, effective at once, follow the resignation of George F. Isaac as radio director, who on Feb. 15 becomes head of the Chicago office of John Blair & Co.

Mr. Loughrane came to Lord & Thomas two years ago from NBC. At present he is in charge of production of *The Story of Mary Marlin* programs sponsored by Kleenex, and is acting as guest announcer on both the *Amos 'n' Andy* and *Al Pearce* programs for Pepsodent. Mr. Goodkind has been with the agency since 1928, recently as publicity director. Herbert Butterfield, formerly managing director of the Ft. Wayne civic theatre and lecturer in speech at Indiana University, will join the radio department of Lord & Thomas, Chicago, on Feb. 3 as assistant to Mr. Loughrane.

COSTS...

You couldn't produce a program such as Transco offers in transcribed form without an outlay of huge proportions. No matter what your station facilities are, whether your staff is large or small, it would cost a good deal of money to even approximate such a radio production.

But, through production facilities of Transco, these programs are available to you at a fraction of the original cost. The pooling of this firm's facilities from the brief idea through to the completed transcription becomes available to every station in the country.

You couldn't even begin to assemble the complete staff of writers, talent and producers that the Hollywood studios of Transco use in their transcription programs . . . much less actually produce the varied list of outstanding productions.

Yet here it is all available to your station at a fraction of the price it would cost you to produce

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

RADIO ADVERTISERS

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. Co., New York (candy) has started a rerun of 105 *Chandu* transcriptions thrice weekly on WHN, New York, dealing direct with Earnshaw-Young Inc., Hollywood transcription firm.

SANTA FE TRAIL SYSTEM, Wichita (bus line), using radio along with other media, has named Potts-Turnbull Co., Kansas City, as its agency.

NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston, on Feb. 14 will start a series of 26 100-word announcements on WMEX, Boston, placed by Broadcast Adv. Inc., that city.

WEBER BAKING Co., Los Angeles, (bread), has launched a campaign through Scholts Adv. Service in the form of 80 one-minute transcriptions with a "do you remember" theme on KFSD, KDB, KFI, KECA, KHJ, KFWB.

DRI-BRITE Inc., St. Louis (wax) has placed its advertising account with Gardner Adv. Co., St. Louis.

KLESSNER Co., Findlay, O. (Keen Shaving cream) is advertising through Benson & Dall Inc., Chicago.

EATON PAPER Corp., Pittsfield, Mass., has transferred its account to Neil, Warwick & Cecil Inc., N. Y.

BOSTON VARNISH Co., Everett, Mass., has placed its account with Redmond Co., Boston.

OMAHA FLOUR MILLS Co., Omaha, has named Burns-Hall Adv. Agency, Milwaukee, to service its account.

PICHEL PRODUCTS Inc., New York (flavoring extracts), has placed its advertising with Edward Linn Associates Inc., N. Y.

JOHN B. STETSON Co., Philadelphia, has named Kenyon & Eckhardt Inc., New York, as its agency.

TYNE PRODUCTS Corp., Atlanta (Thomas' meat sauce), is advertising through Gottschaldt-Humphrey Co., Atlanta.

FREEMAN SHOE Corp., Beloit, Wis., has appointed Erwin, Wasey & Co., Chicago, as its agency.

DE SOTA CHEMICAL Co., Arcadia, Fla. (Cator roach exterminator), is advertising through Raymond Powell Co., Memphis.

DICTOGRAPH PRODUCTS Corp., New York (Acusticon heating pads) has placed its account with Lambert & Feasley Inc., N. Y.

TRANSCONTINENTAL & WESTERN AIRWAY, Kansas City (air transport) has named Wm. Esty & Co., New York, to service its account.

FOLGER COFFEE Co., San Francisco, on Jan. 14 started a program weekly from KHJ, Los Angeles, to the Don Lee-CBS network with William Farnum, picture star, in the lead role. Raymond R. Morgan Co., Hollywood agency, handles the account. Vera Oldham, cowriter of *Chandu*, writes the serial under the caption of *Drums*.

WARREN HEALTH COMMUNITIES, Inc., Chicago (health resort) has placed its advertising with McJunkin Adv. Co., Chicago. Plans for a radio campaign in the Chicago area are now being prepared.

PACKARD Corp., New York (electric razor), is placing advertising, including radio, thru Lambert & Feasley Inc., New York.

A. J. KASPER Co., Chicago (Sip of Gold coffee) has placed its account with Gundlach Adv. Agency, Chicago.

NORTH STAR WOOLEN MILL Co., Minneapolis (blankets) is advertising through Tracy-Locke-Dawson Inc., New York.

WAGNER ELECTRIC Corp., St. Louis (motors, etc.) has transferred its account to Arthur R. Mogge Inc., Chicago.

BATTLE CREEK FOOD Co., Battle Creek, Mich., has named John L. Wierengo, that city, to service its account.

Auction Sale of KWKC Is Deferred for 30 Days

A 30 DAY postponement of the sale of KWKC, Kansas City, at auction to satisfy delinquent Federal taxes, has been arranged pending an appeal of the case to the U. S. Board of Tax Appeals. The station posted a bond of approximately $32,000, or double the amount of delinquencies, to procure the stay. The station was scheduled to go under the hammer on Jan. 22 because of alleged income tax delinquencies due from Wilson Duncan, station licensee from 1928 to 1932. The station operates on 1370 kc., specified hours, with 100 watts.

Also having a bearing on the KWKC case was the report of FCC Examiner Hyde on Jan. 28 on an application for the KWKC facilities. Recommending denial of the application of Mid-Central Broadcasting Co., of Kansas City, Mr. Hyde, however, did not make a finding on the renewal application of KWKC, but instead recommended that it be set down for further hearing "to determine whether the licensee has attempted or is attempting to transfer his license or the rights thereunder to another party or parties without the consent of the Commission."

Richfield on 17 Stations

RICHFIELD OIL Co. of New York (oil products) will return to the air March 2, with a WBS quarter-hour transcription series featuring the *Air Adventures of Jimmie Allen*. The discs will be broadcast thrice weekly over 17 Eastern stations. The series will be on the air four months, sign off for the summer and return in the fall. With the start of the disc series Paramount Pictures is scheduled to release the film *Sky Parade*, based on the adventures of Jimmie Allen. Stations in the campaign are WCSH, WNAC, WEAN, WMAS, WDRC, WICC, WGY, WFBL, WHAM, WBEN, WOR, WGBI, WHP, WCAU, WESG, WMFF, WNBF. Fletcher & Ellis Inc., New York, placed the account.

Time Marches On

REMINGTON RAND Inc., Buffalo, and Time Inc., New York, again have renewed the five weekly *March of Time* series for the week of Feb. 3, again postponing the return of *Time's* weekly half-hour programs. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

A PHILOSOPHICAL discussion of the trends of democracy appears in *The Forum* for February under the title "Follow the Leader," written by Henry Adams Bellows, former CBS vice president.

CAROL IRWIN, formerly radio director of Pedlar & Ryan, New York, has been appointed chief of radio continuity of Lennen & Mitchell, New York.

"PAUSE for Station Announcement"

WBIG
If you are searching for a medium for YOUR SALES MESSAGE where it will be received by listeners with BUYING POWER —then
CBS

Your Station is WBIG in Greensboro, N.C.

Hitch Your 1936 Sales Wagon to the Station of Stars

Advertisers who wish to increase 1936 sales in the Greater New York market during the profitable months ahead are invited to take advantage of WHN . . . the *Station of Stars*. An unequalled background of showmanship successfully compels the attention of the world's largest single market to your product . . . a service that builds audiences for you with the triple entertainment success of WHN, Metro-Goldwyn-Mayer Pictures and Loew's world-wide circuit of theatres.

WHN's rapid rise to leadership in local popularity is a logical outcome of our sincere understanding of the types of programs that build large audiences and keep them coming back again and again. It is yours to command in developing the rich New York market . . . a skilled production staff with first call on unequalled talent sources . . . WHN Artists' Bureau, William Morris Agency, M-G-M studios and Loew's Theatres.

WHN
LOEW'S STATE THEATRE BUILDING
Broadway and 45th Street
New York City
1010 KILOCYCLES 1000 WATTS

GEORGE W. HOOVER, M. S., M. D.

Formerly Chief Drug Control U. S. Department of Agriculture and for many years engaged in the enforcement of the Federal Food and Drugs Act.

CONSULTANT

Drugs — Medicine — Cosmetics — Foods
Label and Formula Requirements
RADIO ADVERTISING CONTINUITY

Consultant to drug and food manufacturers and advertisers for the past eight years on labels, advertising, formulas and technical control of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS

Shoreham Building Washington, D. C.
Telephone DIstrict 1169

Italian News!

It's hot stuff these days... and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX
The Spot for Spots
BOSTON

NAB Calls Copyright Parley

(*Continued from page 9*)

of the costs for music performances.

A number of stations, it is understood, have not yet accepted renewal of their ASCAP contracts under the ultimatum delivered by ASCAP on Jan. 10. Among them were a group of newspaper stations which presumably has assurances that they would be accorded the privilege of signing the preferential newspaper contracts which they had spurned heretofore. Moreover, it was reported by John Shepard 3d, president of the Yankee Network, had not signed, but instead intended to pay ASCAP royalties based on a newspaper-form of contract rather than on the straight 5% plus sustaining fee.

A breach developed on the ASCAP extension with KFWB, Los Angeles, owned by Warner Bros. Gerald King, manager of the station, informed ASCAP he would accept the five-year extension but felt it involved duress because of the manner in which the extensions were offered. To this ASCAP replied it did NOT wish KFWB to accept the contract under any feeling "of duress or coercion" and that it did *not* regard the station as a "desirable licensee". The station then was informed that any infringements would be prosecuted.

Mr. King, on the other hand, contended that KFWB was offered a five-year extension along with all other stations, and expected it to be delivered. The station since Jan. 15 has continued to play ASCAP music. Mr. Mills announced Jan. 28 that the station's license had been renewed for the 5-year term.

Tin Pan Alley, staggered by the developments in the music situation, was rife with reports that ASCAP might be forced into dissolution, despite the five-year contract renewals it procured from all its music publisher members except the Warner houses at the end of the year. E. C. Mills, ASCAP general manager, on Jan. 24 denied a report that five houses had already withdrawn from the Society. Despite this, there was much speculation over what a number of important publishing houses would do about ASCAP. These included Robbins, Berlin, Jack Mills, G. Schirmer, Leo Fiest, Marks, and Fischer, which among them last year controlled about 40% of the ASCAP performances over radio. Warner performances last year amounted to about 19% although they controlled between 25 and 40% of the total ASCAP catalog.

Whether there should be an eventual turn toward "per piece" or "measured service" as the method of paying for music performing rates, as against the current ASCAP royalty basis, probably will be the focal point of the NAB board discussion. The temporary three-month contracts with Warner held by the 240 independent stations provide that an agreeable per piece method shall be enforced upon termination of these contracts. Catalogs of Warner music are promised by Feb. 1.

The networks have been unalterably opposed to "per piece" as unworkable and probably much more costly to the industry as a whole. Likewise they have been opposed to the proposition of passing the copyright costs along to the advertiser, which Mr. Baldwin and his "advisory committee" group propose as an ultimate solution.

There was some hint of a possible change in the attitude on the part of the networks. At NBC, for example, it is known that Lenox R. Lohr, new president, personally has become identified with the copyright problem. Consideration is being given to possible working out of per piece as the culmination of a "five-year plan", to begin when current ASCAP contracts expire in 1941—provided there is an ASCAP then.

Why Publishers?

ON ONE major point, networks and independents are in thorough agreement: That the publisher is an unnecessary factor in the copyright situation who is procuring his tribute amounting to approximately half of the total royalty revenue without contributing to the availability of music. In other words, it is felt that the publisher has been outmoded and is no longer needed yet is forcing payment of double revenues that the composer and writer, who do the creative work, may get a just amount of revenue.

A new crisis, of course, will develop March 31 when the temporary Warner contracts terminate. There is no assurance that the per piece basis stipulated in the temporary contracts will be worked out by that time. In such an event it is possible that extensions of the temporary contracts will be negotiated.

The initial copyright litigation was not the Warner actions, but a suit against Warner by WYNC, New York, operated by the city government. Filed Jan. 14, the city asked for a declaratory judgment against Harms Inc., a Warner house, so the station might be freed of possible copyright difficulties. The suit was filed in the U. S. District Court for the Southern District of New York, as were the dozen Warner suits against the networks and stations. Strangely enough, it is this same court that is trying the anti-trust suit brought by the Department of Justice against ASCAP.

WNYC Sues Warner

THE WNYC suit brought from Mr. Starr a protest to Mayor LaGuardia. In a letter made public Jan. 22 he said that Warner would license WNYC for its music if such an application is made. He brought out that it is the policy of Warner not to charge any fees for performance of its music over stations operated by municipal, religious, educational and charitable organizations which do not sell time. The "good offices" of the Mayor were requested to bring about an amicable adjustment.

It was Jan. 17 that Warner, through its counsel, Wattenburg & Wattenburg, of New York, brought the initial batch of alleged infringement suits, seeking the maximum penalty of $5,000 instead of the innocent infringement damages of $250 per number. Remick sued NBC for allegedly performing *Put on Your Old Gray Bonnett* on Jan. 1, 1936, the very first day of the separation of the Warner houses from ASCAP. Harms Inc., sued CBS for purported use of *I Get a Kick Out of You.*

A third suit—and perhaps the most comprehensive—was filed by M. Witmark & Sons, against WHN, Schenley Products Inc., sponsor of the program, and William H. Rankin, New York agency for alleged use of *I Like Mountain Music.* A similar suit, involving sustaining use of the same number was filed by Witmark against WMCA.

The following week Witmark filed a suit against WNEW, New York, alleging an infringement on Jan. 4 by performance of *Lullaby of Broadway* and Remick filed suit against the same station for purported rendition of *Canadian Capers* on the following day. WIP, Philadelphia, was sued by Remick for alleged performance of *Canadian Capers* on Jan. 1.

Three additional suits against NBC were filed Jan. 23. These included a suit by Harms alleging performance of *Where Am I* (*Am I in Heaven*) on Jan. 1; by Remick, alleging performance of *Memories* on Jan. 2, and by Whitmark, alleging performance of *Painting the Clouds With Sunshine* on Jan. 1.

A second suit making an adver-

(*Continued on page 60*)

Agencies! Stations! Sponsors!

Have you heard these sensational new McIntosh electrically transcribed programs?

REPORTER OF ODD FACTS	Five minute dramatizations of strange and unusual facts.
JUNGLE TRAILS	Authentic adventures with pigmies, cannibals and denizens of the jungle. Sensational.
HOLD THE PRESS!!	Romance, thrills, excitement in a newspaper atmosphere.
ADVENTURE BOUND	Juvenile adventures on the High Seas. Wholesome, exciting story.
ROGUES GALLERY	True crime dramatizations from police files. Authentic, thrilling half-hour program.

Wide Tonal Range . . . High Fidelity Recording

WRITE OR WIRE FOR SAMPLES ON DEPOSIT ARRANGEMENT

R. U. McINTOSH AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

WTAR
NORFOLK, VIRGINIA
NBC Network Representatives—Edward Petry & Co.

STUDIO NOTES

WHK, Cleveland, has made drastic cuts in its day rates, reducing them from 20 to 25% of the night rate. Special inducements are made to three and six times a week buyers.

WGAR, Cleveland, has partially solved its copyright situation through acquisition of 100 original manuscripts of Charles Rychlik, local composer, and some 40 popular numbers composed by Al Cameron, also of Cleveland.

PASSING its highest previous mail count by a quarter of a million letters, in 1935 WLS, Chicago, received a total of 1,300,312 letters—an average of 25,000 a week. Of this total 302,939 came from metropolitan Chicago, 671,856 from the state of Illinois, 226,023 from Wisconsin, 163,892 from Indiana, 96,324 from Michigan, 21,710 from Iowa, and the remainder from every other state and from 13 foreign countries.

WBT, Charlotte, N. C., has just issued a promotion booklet for agencies and advertisers which contains detailed information on its coverage, marketing area and service to clients, along with its rate card.

WEED, Rocky Mount, N. C., has moved into its new building in Englewood, just outside Rocky Mount. Transmitter and control room are located between the two studios and the walls are sound treated.

BLIZZARDS at Wheeling, W. Va., made it necessary for engineers to live in the transmitter building, roads being blocked for miles around.

WITH the addition of a new studio KOIL, Omaha, is originating programs for all the major radio stations of its area. At one time or another each week day, KOIL feeds these stations a program. Furnishing talent and facilities, KOIL originates a program for the Omar Baking Co. which is sent to WOW, Omaha. The sponsor also carries time on two of the three stations comprising the Central States Broadcasting Co.—KOIL, KFAB and KFOR. Another local station, WAAW, carries the Omaha Police Court broadcast, which originates at KOIL.

FINAL arrangements have been made for the formal opening of the new St. Norbert College station, WTAQ, to be held Feb. 9 at Green Bay. WTAQ has recently been purchased and moved to Green Bay from Eau Claire, Wis., and its programs, as well as those of WHBY will emanate from the latter's studios in Green Bay.

AS A RESULT of the success radio played in his recent maorality campaign, through WLLH, Lowell, Mass., Mayor Dewey G. Archambault, on the eve of his recent inauguration, stated that he will have WLLH microphones installed in his office to air his chats to the citizens of Lowell, according to announcement by Bob Donahue, manager, of WLLH.

NANCY OSGOOD, one of the first women announcers in the country, has joined the WXYZ Studio Players, Detroit, and has been taking auditions for commercial sponsorship in a program specially written around herself. She is formerly of Philadelphia and the Yankee Network. Her husband, Richard Osgood, is continuity writer at WXYZ.

WSPR is the call assigned to Connecticut Valley Broadcasting Co. for its new 500 watt limited time station on 1140 kc. at Springfield, Mass.

MODERN in every detail, KROW, Oakland, Cal., dedicated its new station in the Radio Center building, 464 19th St., on Jan. 12. Utilizing 6,000 square feet of space for studios and executive offices, KROW has taken the entire second floor of the building. Modernistic design predominates with the latest indirect lighting in the three studios, sales and executive offices. All equipment was especially designed by C. E. (Bud) Downey, KROW radio engineer, assisted by Ted Binder, chief studio technician, and built by the Remler Co. Ltd., San Francisco. It includes high-fidelity speakers, amplifier and speech input equipment. RCA high-fidelity turntables and Western Electric microphones have been installed. A feature of the new station is its model electric kitchen studio which is supervised by Arlien Betty Colon, formerly in charge of the home economics department of WHK, Cleveland. Station is headed by H. P. Drey, president and general manager of the Educational Broadcasting Corp., of Oakland, which owns and operates KROW. Scott Weakley is production manager. KROW also maintains studios in the Bellevue hotel building, San Francisco.

EQUIPMENT

WHAM, Rochester, recently presented two 25 kilowatt transmitting tubes and four high voltage rectifier tubes to the University of Rochester for use in the new 100,000 watt Cyclotron or "atom-buster", which is being assembled in the Bausch & Lomb Bldg., on the River Campus. The Cyclotron, which is being built to study the effect of bombarding atoms with high velocity atomic projectiles, is to be the second largest in the world.

RCA MFG. Co., Camden, has issued a bulletin describing its 41-B pre-amplifier, a two-stage fixed-gain amplifier designed to work from a 250-ohm microphone circuit and into a 250-ohm or 500-ohm line.

WDAE, Tampa, Fla., is on the air with its new 239-foot Truscon vertical radiator. Rising from a 17-foot triangular base, the tower tapers to a foot at the top. WDAE has just issued a promotion booklet covering its service area.

RADIO RELEASE Ltd., Hollywood recording studios, in February will release its transcription recording equipment on a lease basis to radio stations. Equipment was developed by W. O. Watson, chief engineer.

WHDH, Boston, is installing Western Electric "eight-ball" microphones for studio and pickup facilities. The station has taken a new lease on its Hotel Touraine headquarters and is rebuilding its studios and offices.

KTRH, Houston outlet for the system, installed and began use this month of complete new equipment, including a 375-foot vertical radiator—tallest in the Southwest. Tests at both stations are said to show greatly improved quality in transmission, and a greatly increased field strength. Further tests will be made at KTAT upon completion of its ground system.

P. B. CORKUM Co., Wellesley, Mass., has been contracted by WHDH, Hotel Touraine, Boston, to redecorate its studios and offices and corridors, in futuristic pattern.

WNOX, Knoxville, has installed $3,000 worth of high fidelity RCA input equipment and a new client auditioning system. Studios in the Andrew Johnson Hotel are being remodeled.

LUCKLESS GRINS — Snapshot of radio group on recent Chesapeake Bay fishing voyage, during which they caught 23 non-edible toadfish, and nothing more except a four-inch trout which won the pool for Robert Coe, KSD engineer. In the group, left to right, are Paul M. Segal, Washington attorney; Ted Smith, New York representative of RCA Victor, and Harold Hough, the "Hired Hand" of WBAP, Fort Worth. Recumbent in rear is a glimpse of I. R. Baker, RCA Victor equipment sales chief; the others on the expedition were back of camera.

WMT, Cedar Rapids-Waterloo, Ia., recently completed tests on a new directional antenna system to be put in operation shortly. Two International-Stacy 412-foot vertical radiators, located on the WMT 120-acre tract northeast of Marion, Ia., comprise the system. WMT has recently installed a General Radio Co. transmission monitoring assembly, which enables the engineers to make complete tests on the studio and transmission equipment.

KTAT, Fort Worth, has placed its vertical radiator in service, being the second SBS station to adopt this type of antennae since the first of the year.

Wouldn't Go 'Round

IN MAKING train connections in Chicago the Fred Waring orchestra got caught in the cold wave Jan. 22, missed their train to Minneapolis where they were to fill a vaudeville engagement and also make their Ford broadcasts. Arriving in Minneapolis six hours late due to the severe weather and hurrying to the theatre it was discovered that all the wind instruments were frozen. The temperature stood at 27 degrees below zero. It was decided to skip *The Music Goes 'Round and 'Round* when Johnny Davis couldn't get the middle valve down for his solo part.

100% SHADOWGRAPHED NEEDLES

Your transcriptions are at their best with the best needles.

Eliminate surface noise by using needles made to fit the requirements.

Steel Cutting Needles for Acetate.

Playback Needles for all Transcriptions.

Mfg. by W. H. BAGSHAW CO. Lowell, Mass.

Dist. by H. W. ACTON CO. 370 7th Ave. New York City

Send for Samples

Quote From Ross Federal Research Corporation

"Of the 16,495 completed telephone calls which were made daily between 7:00 a. m. and 11:00 p. m. for the week (ending Dec. 16, 1935), the listeners to radio stations in Pittsburgh were divided as follows:

WCAE	33.76%
KDKA	27.70%
WJAS	18.55%
KQV	5.23%
All Others	4.59%
Did Not Know	8.66%
Refused Answer	1.51%"

WCAE

PITTSBURGH • BASIC NBC RED NETWORK

National Representative

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

RADIO'S BIG BUY — The Central Station—**WHO**—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA & THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Freeman Case Continued

FURTHER hearing before Federal Judge John C. Knox of the United States Southern District Court in the case of Charles Henry Freeman v. NBC and Cecil, Warwick & Cecil Inc., New York agency, has been set for March 3. At a hearing Jan. 21, Judge Knox did not cite Mr. Freeman for contempt of court for granting an interview to a reporter from the *New York Sun* but made it plain to Mr. Freeman, that the temporarey injunction that had been granted NBC and the agency makes it unlawful for him to grant such interviews. The contempt of court action was brought up at the request of Cecil, Warwick & Cecil.

QUARTZ CRYSTALS

★ Low temperature coefficient "A" cut
★ For the broadcast band
★ Do not exceed 4 cycles per 1000 kc per °C
★ Mounted in genuine isolantite adjustable air-gap holder

ONLY $35.00

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY

Since 1929

Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

FCC Revises Transcription Rule

(Continued from page 7)

as its prayer is consistent with the order herein."

The order concluded that some regulation of transcriptions is necessary to protect the listening public from deception and the artists and producers from "unreasonable injury". At the same time, it held, the "economic situation from the stations' standpoint (which involves the furnishing of a free service to the public) must be recognized." Further, it held that in all cases save a few the use of mechanical reproductions of any duration should be announced in accordance with the standards which were adopted.

Apropos the former rule, the FCC stated in its decision:

The Commission has received wholesale complaints from licensees against this Rule as thus interpreted on the ground that the listening public objects to the constant and repeated announcements that programs being transmitted are "transcriptions" or "recordings"—Licensees urge that the Rule be revised so as to permit the broadcast of one minute or less announcements by mechanical reproductions without any mention whatsoever of the fact, and that public interest will be served by changing the rule to permit the same. * * *

It appears from this record without contradiction that mechanical reproductions are a necessary established service and of value to the programs of a broadcast station. It also appears that for economic reasons the smaller stations find it necessary to use transcription service and phonograph records because live talent is not always available to them, and in many cases where live talent is available the continuous use of it is quite costly. Under the existing rule, the use of mechanical reproductions is widespread, and has existed for some length of time; a modification so as to require less frequent announcements would not necessarily increase the use of mechanical reproductions.

In clarifying or modifying the rule it would seem necessary to make a clear statement of requirements to make possible the conveyance to the listener by the station of such information that the listener will know the origin of the program, will not be deceived and at the same time not tired by too frequent announcements. It is believed that the rule herein announced will accomplish such purposes.

There is no doubt but that the listener's interest is enhanced by the knowledge that the artist is performing simultaneously with the reception in the home. Likewise it is most important to guarantee the continuance of such appearances both from the standpoint of the public and from the viewpoint of continuing the gainful employment of the artists who have contributed so much to the art of broadcasting. Indeed radio broadcasting would lose much of its appeal to the public if the rendition of live talent programs is in any way curbed.

A resolution was presented from the National Association of Broadcasters, in which it is alleged that the use of the transcription method of broadcasting programs is generally accepted by the stations and listeners and has become an important economic factor in the operation of broadcasting stations; that the existing requirements of the rule result in loss of income to stations; that the broadcasting industry would be greatly benefited by the removal of existing restrictions. The National Association of Broadcasters urges the Commission to alter the existing regulations.

"Curious Footprints"

ONE of the most unusual promotion books ever issued by a radio network, graphically and effectively setting forth the success of the Julian & Kokenge Co.'s Footsaver account by using the footstep motif with a minimum of word copy, was published in January by CBS under the title *The Case of the Curious Footprints.* It points out that the Footsaver shoe sales increase in less than four months more than doubled in the territories where CBS was used, an excellent example of how a high class style product was sold by a low-cost radio program. Since the book was published, the company has more than doubled its network for its Sunday afternoon 15-minute program.

The Big Rich Detroit Market!

Combining the drawing power of N. B. C. Blue Network Programs with its own magnetic appeal as Detroit's favorite radio station — WXYZ delivers the bristling, active Detroit market over to its advertisers — virtually on a silver platter. The flow of Detroit's tremendous purchasing power can be turned your way through the channels of station WXYZ.

KUNSKY-TRENDLE BROADCASTING CORPORATION

300 MADISON THEATER BUILDING... DETROIT

WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

WSOC

Transradio News

WSOC's 24 - hour Teletype Service makes it possible for us to offer wide - awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your sponsorship of WSOC TRANSRADIO NEWS a real buy!

Wire or write for prices to—

WSOC
Charlotte, N. C.

Ivory Cream on Yankee; Blackman Adv. Billings

PROCTOR & GAMBLE Co., Cincinnati (Ivory shaving cream) on Jan. 13 began participation announcements on Yankee Network and WDRC, twice weekly on Monday. On Jan. 20, WENR was added with weather reports once a day. Blackman Adv. Inc., New York, is the agency.

NBC and CBS billings in 1935 by Blackman (figures in round numbers and based on the one-time rate) follows: Ivory soap, $575,000; Chipso, $92,000; Crisco, $340,000; Lehn & Fink (Hind's Honey & Almond Cream), $70,000. The first three products are Proctor & Gamble item and were on the NBC-WEAF network. The Hinds account was on CBS, CBS giving $67,293 as the total.

Foothills Net Changes

STAFF changes at the three stations in the Province of Alberta that comprise the Foothills Network were announced Jan. 23, with Percy H. Gayner, manager of CJCA, Edmonton, leaving for Toronto to act as Eastern representative. Succeeding him will be Frank H. Alphicke, now manager of CFAC, Calgary. Guy C. Herbert, commercial manager of CFAC, becomes its manager, with M. V. Chestnut as assistant manager. Mr. Gayner entered radio at CJOC, Lethbridge, the third station in the hookup, going over to Edmonton about a year ago.

Havana Station Group

NINE of the leading stations in Havana, Cuba, have banded together to form La Corporation Cubana de Radio in an effort to stabilize rates, representation, etc., as a result of the December conferences with the station heads held by Clarence H. Venner Jr., president of Conquest Alliance Co., New York, and Rene Canizares, in charge of Conquest's Havana office. Adolfo Gil, operating CMW, is president of the new corporation, and Joaquin G. Estefani, CMBY, treasurer. The other stations in the group are CMCF, CMQ, CMX, CMCD, CMBC, COCD and COCH.

New Shoe Campaign

VOGEL-PATTON SHOE Co., Neenah, Wis. (Foot Friend Shoes), will launch a national spot campaign the middle of February, using local talent programs on 19 major stations from coast to coast. Exact program plans are still unsettled. Agency: Presba, Fellers & Presba Inc., Chicago.

JACK BENNY and troupe will leave Hollywood and return to the NBC Radio City Studios in New York for their Sunday night broadcasts sometime in February. The jester's stay in the East will probably be for 12 or 15 weeks after which he is expected to go back to Hollywood.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

RADIO COMMITTEE ON LIMITED BASIS

A TWO-YEAR extension on a curtailed basis of the National Committee on Education by Radio, which in the past has been militantly opposed to commercial radio, has been authorized by the Payne Fund, which originally endowed the organization three years ago. A limited endowment of $15,000 was authorized at a meeting of the group held in Washington Jan. 20.

Coincident with the extension, it was announced that S. Howard Evans, formerly of the *Ventura* (Cal.) *Free-Press*, one of the earliest critics of commercial radio, would serve part-time in the capacity of director. He succeeds Dr. Tracy F. Tyler, who left the executive secretaryship last October upon receiving an appointment for special radio research work with the General Education Board, a Rockefeller foundation.

The Committee has closed its service bureau in Washington and headquarters on Jan. 31 were transferred to 1 Madison Ave., New York. Miss Virginia Sheffield, for two years Dr. Tyler's assistant, has been transferred to the New York office. It will continue publication of its *Bulletin*.

The Committee now is headed by Dr. A. G. Crane, president of University of Wyoming, who succeeded Joy Elmer Morgan, of the National Education Association as chairman last year. The vice chairman is Dean H. J. Umberger, of Kansas State College.

Bambeau Appointments

R. C. RAMBEAU, former branch manager of the Vacuum Oil Co. and for the last few years engaged in advertising and merchandising work, has been placed in charge of the San Francisco office of William G. Rambeau Co. in the Russ Bldg. He spent latter January in Chicago attending a convention and then went to New York to contact WOR and various agencies before visiting other stations represented by the Rambeau company. William G. Rambeau on Jan. 29 also announced the appointment of Robert W. Buckley, for the last two years on the sales staff of *Delineator*, as an addition to his New York staff.

Magazine Buying Spots

HOUSEHOLD MAGAZINE, Topeka, Kans., is sponsoring a spot campaign in the Midwest to build circulation. Quarter-hour programs, using local talent, are presented three times weekly over WLS, WSM, WWL, WWVA, WHO, KMMJ, KFEQ, KMA, and KFBI, and a five-minute program three times a week over WJR. The programs are placed through Presba, Fellers & Presba Inc., Chicago.

Fels Supplements Spots

FELS & Co., Philadelphia (Fels Naptha soap) will add a two-station hook-up of WABC and WCAU on Feb. 18, 11-11:15 a. m. Tuesdays and Thursdays. Talent consists of The Rhythm Boys. This network series is in addition to the numerous spot programs which the sponsor is using. Program contracted for 39 weeks. Young & Rubicam Inc., New York, is the agency.

Jam in Congress

(Continued from page 18)

ing certain conditions allegedly prevailing in broadcasting administration. He then expressed his support of the Connery resolution, asserting that "there is so much smoke that it is not surprising that many are led to believe that there must be some fire".

Rep. Connery took the floor again Jan. 17 in support of his resolution. He challenged some of the answers of Chairman Prall to the Wigglesworth questionnaire, asserting it was another example of the "deceit" practiced by the FCC. Reiterating his demand for an investigation, he said Congress should "look into why the National Broadcasting Co. must be whitewashed for broadcasting obscene matter while small stations are penalized for minor infractions."

A number of petitions from local Knights of Columbus chapters asking favorable action on plans for assignment of 50% of broadcasting facilities for non-profit organizations were offered during the last fortnight and referred to the House Interstate & Foreign Commerce Committee.

The explosions on Capitol Hill resurrected bills sponsored by the American Civil Liberties Union, and introduced last session by Rep. Scott (D Cal.) Pouncing on the opportunity to advance them again Roger N. Baldwin, director of the Union, said the three measures "would solve the present bitter censorship problem between the networks and the Republican National Committee."

One measure would set up a Broadcast Research Commission rather illusory in scope. The bill being pushed, however, is that which would require stations to set aside regular periods for uncensored discussion of social, political and economic problems, and for educational programs, on a non-profit basis. Then, it would compel stations to keep accurate records, and at the same time free them from legal responsibility for remarks made on these "uncensored" programs.

WINNERS of a national chess tournament conducted by 20 NBC engineers via telephone, short wave radio and telegraph were announced Jan. 28 as follows: Edgar P. Kamf, first prize, carved chess set; Fernando Rojas, second; Archie Cooper, third; Ferdinand Wankel, fourth.

FOR TEST CAMPAIGNS--

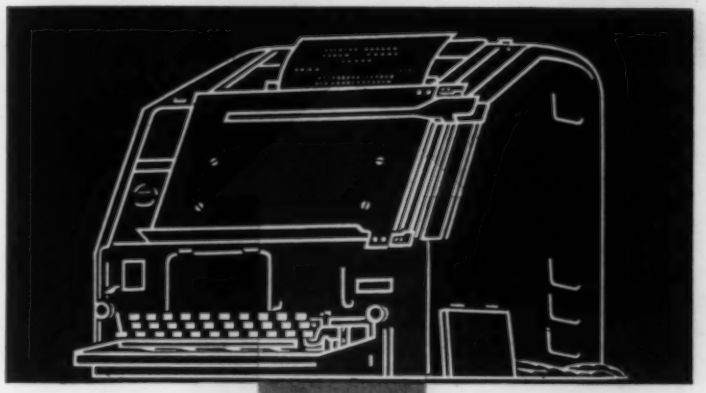
31,000

Prosperous Families in East Texas listen to KFRO. They offer an excellent test market.

You can reach them with

KFRO

"Voice of Longview"
Longview, Texas

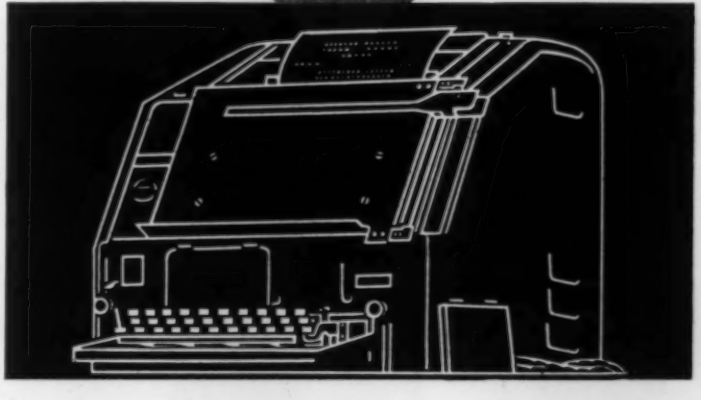


FAST, TWO-WAY TYPEWRITTEN COMMUNICATION for the Broadcasting Industry

SAVING minutes has made Bell System Teletypewriter Service almost indispensable to broadcasting. The principal networks and more than 200 other stations use it regularly.

Any number of teletypewriters, any distance apart, can be connected. Pressing a key on one machine *simultaneously* prints the *same* character on all other machines. Questions can be asked and answered on the same connection. Identical, typewritten records of every conversation — and as many copies as necessary — are produced at all points.

By saving errors and misunderstandings, as well as minutes, this flexible, modern communication service in most cases more than pays for itself. Ask your local Bell Company about it.



WAVE
(an NBC Station)
BLANKETS
THE
~~NATION~~
FALLS
CITIES!

America is a big place, comprising two kinds of people—those who can get your program clearly, and those who can't . . . . If you want the 900-000 people who live in or near Louisville, you can reach them with WAVE, at the lowest possible price . . . . And the other 121,798,000 Americans who are *not* within real listening range won't cost you a cent!

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Copyright Parley

(*Continued from page 56*)

tiser party to the alleged infringement was filed Jan. 19 by Remick against WMCA and Sally's Studio, a fur shop in New York. The alleged infringement was performance of *Avalon*.

A new batch of suits was filed Jan. 27. Remick filed against WOR for using *My Isle of Golden Dreams* on Jan. 6; Harms sued CBS for using *Chansonette* on Jan. 8; Witmark sued NBC for using *Blue Nights* on Jan. 2, and Remick sued NBC for using *Congratulate Me* on the same date.

Under court procedure each defendant has 20 days in which to answer the complaints filed by the Warner houses. It is presumed that ASCAP, because of its repeated claims of the right to license many compositions in the Warner repertory due to contracts with composers, will become a party to the litigation as an intervenor. In each instance the suits ask not only for the $5,000 damages but for assessment of court costs and attorney's fees against the stations and networks.

The first offer of a possible "per piece" method of compensation for radio performance came Jan. 23 in a letter to stations from Oxford University Press music publications, through their American agents, Carl Fischer Inc. The catalog is understood to contain a substantial number of religious compositions. In a letter to stations signed by Erie von der Goltz Jr., it was stated "we are prepared to license the performance of these works on a per unit basis, at a charge attractive to and easily absorbed by the station."

"We believe", stated the letter, "that you will agree with us in that the broadcasting art requires the creation of a wealth of musical material. Nothing will tend in that direction so substantially as the willingness of stations to pay moderate fees for the use of music for broadcasting purposes." No rates were divulged but the letter said they would be provided upon request, along with the catalog.

Little additional information was available concerning Transcontinental Broadcasting System, which offered stations for delivery during January 200 recorded selections at 60 cents per number, for the most part made up of public domain music. From Los Angeles came word that the company was incorporated in Delaware in November, 1935, and had not been registered as a California corporation. A trade report was to the effect that a group of men in California had agreed to supply $200,000 capital for the venture, which also embraced setting up a "wax chain".

Federal Suit Not Dropped

AGAIN a forthright statement from the Department of Justice that it has no intention of dropping its suit against ASCAP, pending in New York, was made in correspondence made public Jan. 18 by E. E. Hill, director of WORC, Worcester, Mass.

"You may rest assured," wrote Assistant Attorney General John Dickinson to Mr. Hill on Jan. 14, "that there is no intention in behalf of the Department of Justice of withdrawing from the above suit under the circumstances as they now exist in the copyright field."

Mr. Hill had protested against the published report, which turned out to be pure fiction, that the Government had discontinued its suit. "As the matter now stands," Mr. Hill wrote, "copyright publishers are in a position to demand any amount of tribute, even to the complete ruination of the broadcasting industry. The broadcasters, as we understand it, however, have no recourse except through some such suit as the Government has instituted, the discontinuance of which, at the present time, would work an extreme hardship upon the broadcasting industry."

On the legislative front the picture was not so bright as had been hoped. Chairman Sirovich (D. N. Y.) of the House Patents Committee, evidently is not making strenuous efforts to expedite consideration of the Duffy Copyright Bill. The measure, which would strip ASCAP of the arbitrary power it has held through elimination of the $250 innocent infringement penalty and leave the amount of damages to the discretion of the courts, passed the Senate last session. It has the endorsement of the State Department and of broadcasters, motion picture exhibitors and hotels—the primary sufferers at the hands of ASCAP.

Mr. Sirovich declared Jan. 23 that he had been unable to do anything about the bill up to that time because of the pressure of other legislation. He said there has been an overwhelming demand for hearings and for appearances before the Committee. It will be impossible, he asserted, to get around to consideration of a hearing until Feb. 15 or Feb. 22. Then he declared, an orderly schedule of hearings must be worked out to allow for witnesses coming from distant points.

He vigorously asserted that witnesses before his committee would not be given the "bum's rush" as they claim they got from the Senate Committee last session. Moreover, he declared there have been many protests about provisions in the Duffy Bill which his committee would be disposed to go into thoroughly.

A new copyright bill (HR 10632), apparently conceived in Sin Pan Alley to replace the Duffy bill, was introduced in the House Jan. 20 by Rep. Daley (D.) of Pennsylvania. It would retain the $250 minimum infringement provision for which ASCAP is battling valiantly.

Since passage of the Duffy Bill by the Senate, ASCAP along with individual groups in Tin Pan Alley have been conducting a gigantic lobby against the measure. Gene Buck, ASCAP president, has been in Washington on frequent occasions to combat it.

NO SONG PLUGGING
WDGY Ceases Giving the Names Of Musical Numbers

RETALIATING against Tin Pan Alley, is one thing Dr. George W. Young, operator of WDGY, Minneapolis, does best. He isn't mentioning the title of songs over his station anymore, and hasn't since the Warner-ASCAP split. The reason:

"Why should radio help the publisher to sell his music, by announcing the titles of the numbers played? We pay our good money for the right to play them, so why should be give the publisher this additional 'break'? At WDGY we have eliminated all song plugging. At no time do we mention the name of the number being played. If it is a waltz number we merely mention that fact — but never the name or title of the selection."

Big Basketball Sponsor

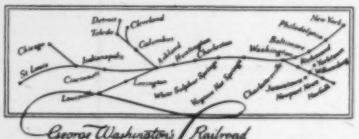
ASSOCIATED OIL Co., Los Angeles, big sponsor of Pacific Coast football games, when the gridiron season ended undertook the sponsorship of 75 basketball broadcasts, reports Harold R. Deal, advertising manager. Major games of the season are being carried locally over KLX, KSFO, KQW, KFAC, KGA, KIRO, KALE, KXL, KSLM and KORE. The commercials are designed to support Associated's independent dealers and to keep to the fore its "Smiling Associated Service" slogan.

Now it's America's Sleepheart

CHESSIE has a new sobriquet—by popular request! The little kitten who slept her way into the hearts of millions has been rechristened *America's Sleepheart* by her admiring public. And what a large one it is—thousands upon thousands of Chesapeake and Ohio passengers, plus countless other thousands who plan to travel over George Washington's Railroad some day. • • • If you belong to the latter group, *America's Sleepheart* hopes to have the pleasure of seeing you soon—and it goes without saying that once you *Sleep like a Kitten* in supreme comfort you will never want to travel any other way. You'll find her address below!

THE GEORGE WASHINGTON • THE SPORTSMAN • THE F. F. V.

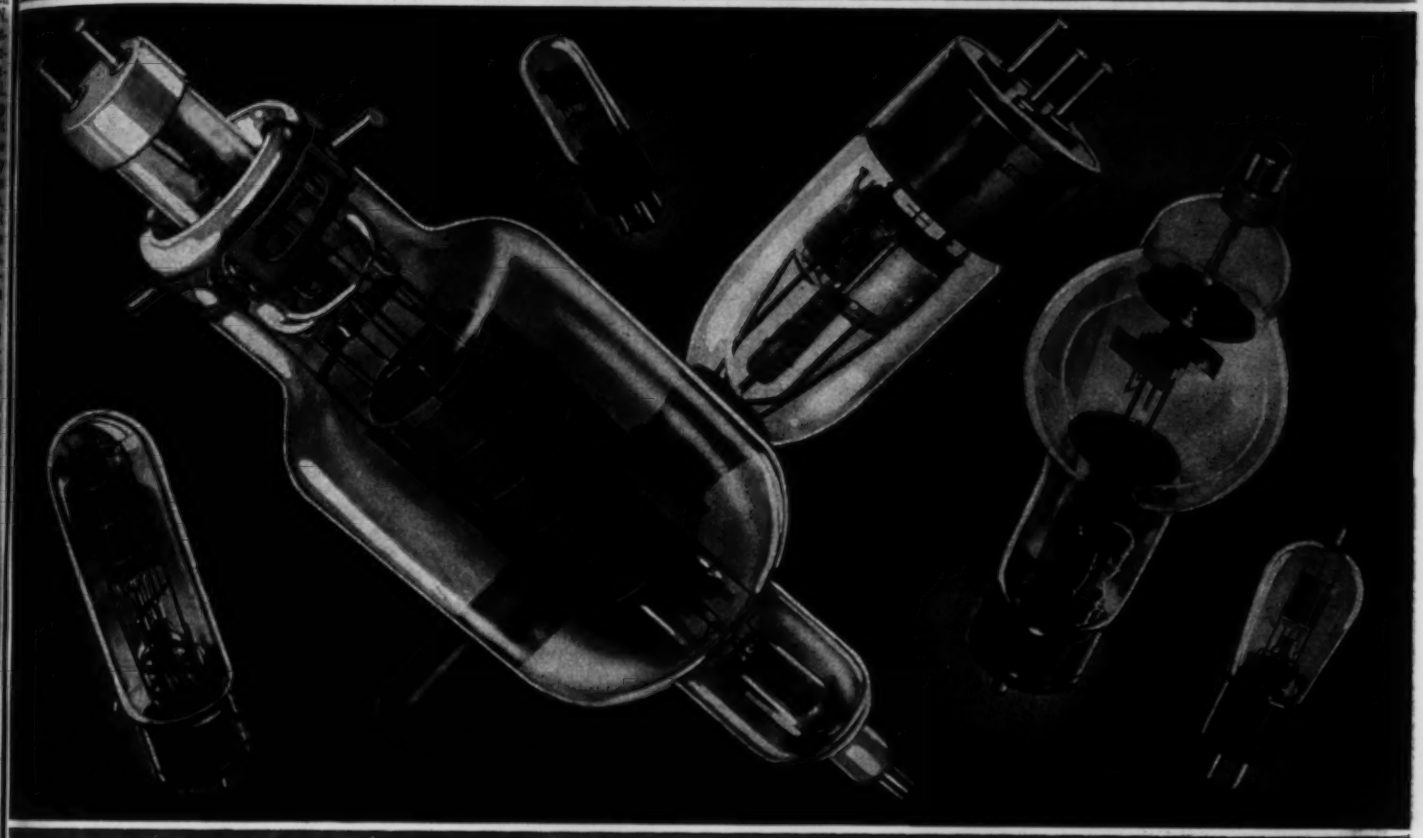
The ticket agent of any railroad can route you on the finest fleet of genuinely air-conditioned trains in the world. Insist upon it!



George Washington's Railroad
CHESAPEAKE and OHIO Lines
Original Predecessor Company Founded by George Washington in 1785

Radio Station WFLA-WSUN
STUDIOS TAMPA • • CLEARWATER • • ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

From peanut to GIANT



. . rely on Western Electric

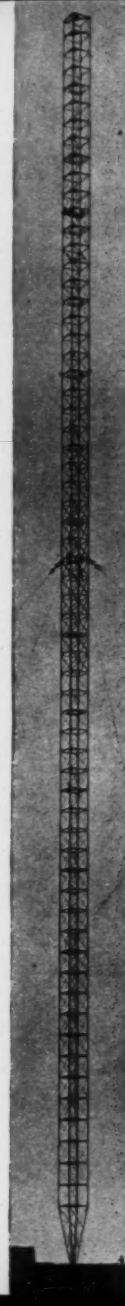
Pioneer makers of vacuum tubes, Western Electric today offers you tubes of most modern design for every broadcast requirement. Continuing research at Bell Telephone Laboratories enables Western Electric to anticipate changing needs. Whatever *your* tube problems, rely on Western Electric.

Western Electric

Distributed by GRAYBAR *Electric Co.*

THE LEADER IN RADIO TELEPHONE BROADCASTING EQUIPMENT

BLAW-KNOX VERTICAL RADIATOR INSTALLATIONS



Station Call		Location	Height
WAAB-WNAC		Squantum, Mass	420'
WABC		Wayne, N.J.	620'
WFEA		Manchester, N.H.	400'
WCAU		Philadelphia, Pa.	500'
WSM		Nashville, Tenn.	870'
WLW		Cincinnati, Ohio	820'
WNEW		Carlstadt, N.J.	429'
——		Lyon, France (2)	440'
——		Sofia, Bulgaria	690'
WBNS		Columbus, Ohio	379'
HAL-2		Budapest, Hungary	1045'
——		Vienna, Austria	426'
WJR		Detroit, Mich.	720'
WHO		Des Moines, Iowa	520'
WBT		Charlotte, N.C.	429'
"El Mundo"		Buenos Aires, Argentina	500'
Italian Govt.		Rome, Italy	820'
WOW		Omaha, Neb.	454'
WWJ		Detroit, Mich.	400'
WOWO		Ft. Wayne, Ind.	450'
KWK		St. Louis, Mo.	390'
WCKY		Covington, Ky.	350'
WJBO		Baton Rouge, La.	159'
KMBC		Kansas City, Mo.	254'
KSO		Des Moines, Iowa	149'
WHN		New York, N.Y.	254'
WKRC		Cincinnati, Ohio (2)	154'
WAVE		Louisville, Ky.	229'
WIND		Gary, Indiana	254'
WIL		St. Louis, Mo.	189'
CKTB		St. Catherines, Canada	244'
Brazil Journal		Rio de Janeiro, Brazil	254'
Radio Diffusora		Sao Paulo, Brazil	254'
WPEN-WRAX		Philadelphia, Pa. (3)	229'
WPRO		Providence, R.I. (2)	254'
WNEL		San Juan, Porto Rico	179'
WTCN		Minneapolis, Minn.	179'
KGER		Long Beach, Calif.	179'
WFBR		Baltimore, Md.	224'
WBIG		Greensboro, N.C.	154'
KWKH		Shreveport, La. (2)	194'
WOR		Carteret, N.J. (2)	385'
CKY		Winnipeg, Canada	219'
WORK		York, Pa. (3)	154'
WQAM		Miami, Florida	224'
WIBW		Topeka, Kansas	254'
CHNS		Halifax, Nova Scotia	224'
WSPD		Toledo, Ohio	214'
KTUL		Tulsa, Oklahoma	214'
WCFL		Chicago, Ill.	490'
CKLW		Windsor, Ontario	279'
WDAS		Philadelphia, Pa.	154'
WLBF		Kansas City, Kan.	174'
WMAZ		Macon, Ga.	244'
WKTO		Springfield, Mo. (2)	179'
WMPC		Lapeer, Mich.	154'
WCOL		Columbus, Ohio	189'
9XBY		Kansas City, Mo.	144'
KGNC		Amarillo, Texas	229'
KELD		Eldorado, Arkansas	179'
"El Mundo"		Buenos Aires. Argentina	254'
KGDM		Stockton, Calif.	204'
WJAS		Pittsburgh, Pa.	175'
PRA-9		Rio de Janeiro, Brazil	254'
KGMB		Honolulu, Hawaii	179'
WEBQ		Harrisburg, Ill.	204'
KVOR		Colorado Springs, Colo.	204'
KFKA		Greely, Colo.	279'
KABR		Aberdeen, S.D.	179'
WRR		Dallas, Texas	229'
KIEM		Eureka, Calif.	169'
WBNY		Buffalo, N.Y.	179'
WMBR		Jacksonville, Fla.	179'
KFXD		Nampa, Idaho	204'
——		Rome. Italy	229'
WPFM	(Police)	Birmingham, Ala.	94'
WPFO	(Police)	Knoxville, Tenn.	94'
WPGS	(Police)	Mineola, L.I.	89'
KGPI	(Police)	Omaha, Neb.	119'
KGZX	(Police)	Albuquerque, N. Mex.	124'
KGPB	(Police)	Minneapolis, Minn.	94'
WPGL	(Police)	Binghamton, N.Y.	94'
WPGH	(Police)	Albany, N.Y.	89'
KGHX	(Police)	Santa Ana, Calif.	94'
WPDY	(Police)	Atlanta, Ga.	94'
State of Minn.	(Police)	Redwood Falls, Minn.	159'
KNFE	(Police)	Duluth, Minn.	139'
——	(Police)	New Rochelle, N.Y.	91'
WQFA	(Police)	New Haven, Conn.	89'
——	(Police)	Charlotte, N.C.	94'
U.S. Government		Kansas City, Mo.	114'
U.S. Dept. of Commerce		Various locations (352)	125'
——	(Police)	Seattle, Wash.	104'

BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.
PITTSBURGH · PENNSYLVANIA

"Apex" Stations

(*Continued from page 47*)

regenerative receiving sets which are the only ones now capable of bringing them in. Thus an "apex" station may broadcast over a band several hundred kilocycles in width —but sharp tuning is expected to be accomplished eventually, which will mean confining the transmissions to narrower bands.

In this connection, broadcast engineers are intensely interested in the new "staticless" transmitting system applicable to the ultra-short waves recently demonstrated by Prof. Edwin H. Armstrong, of Columbia University, inventor of the superheterodyne circuit. Maj. Armstrong's system, which RCA has been testing from its "apex" station atop the Empire State Bldg. in New York, employs "frequency modulation" which can be utilized on the wide-band ultra-shorts but cannot very well be adapted to the relatively narrow-band intermediate waves between 500 and 1500 kc.

System is Demonstrated

RECENTLY he demonstrated before an IRE group in New York how he can transmit high-fidelity voice and music for distances up to 85 miles with extremely low powers and without a trace of the buzzing and frying sounds that are characteristic of lightning and other atmospherics. Actually, the reception with his system was said by some observers to have been more satisfactory than that from 50,000-watt stations over the same distance. It would be logical to assume, therefore, that the ultra-shorts with low powers rather than super-power may ultimately be the most efficient avenues for broadcasting, at least locally.

As explained non-technically, the Armstrong system employs a multiplicity of carrier waves in lieu of the present single carrier wave. Armstrong spreads the carrier over a 200-kc. path, the result being a dissipation of sound over a wider path and its transmission and reception with extreme clarity.

Only on the ultra-shorts is there any possibility of securing broadcast bands as wide as 200 kc.

TWICE
as many listeners
in the
Milwaukee Area
as any other station
Ask for a copy of
"Listening Habits"
WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

NEWS SUPPRESSED TO AVOID ALARM

THERE are times when important news should be withheld from the radio audience, temporarily at least, in the opinion of the management of WRVA, Richmond, which was heartily applauded by Virginia state officials for its decision. When a bus loaded with passengers recently plunged through an open drawbridge into the icy waters of the Appamattox River, about 30 miles from Richmond, WRVA got the news within a few minutes but decided to make no announcement (1) because it might cause needless alarm on the part of many fearing friends were aboard, and (2) because other accidents might be caused by the rush of curiosity seekers and others over the icy highways to the scene of the tragedy.

WRVA has been carrying the governor's addresses to the Virginia Assembly at historic Williamsburg, which opened its sessions in January, and is also broadcasting the more important proceedings of the sessions themselves, keeping an operator and commentator on hand at all times. In addition, it carries each Thursday evening a *Virginia Legislative Forum* presenting members of the legislature and state officials in discussions of pending bills, conducted by Walter R. Bishop, WRVA studio director.

Enlarged Studios of NBC In Chicago Nearly Ready

EXPANSION of broadcasting facilities at the NBC Chicago headquarters, with the addition of three new studios and a pipe organ chamber containing a new organ constructed especially for radio, is rapidly nearing completion in the Merchandise Mart. Studios H and J with control rooms, are expected to be ready for use by Feb. 10, and Studio G, adjacent to which is the organ chamber, will be in operation a few weeks later.

The three studios, now under construction in a previously unused part of the nineteenth floor of the Merchandise Mart, will bring the total number of studios operated by NBC to ten. Thereafter all Chicago studio programs will originate in the Merchandise Mart headquarters. Each of the new studios is 17 by 30 feet in size, of sound-proof floating construction, and embodies the most recent technical and acoustical developments by NBC engineers.

IRE Convenes in May

THE 11th annual convention of the Institute of Radio Engineers will be held at the Hotel Statler, Cleveland, May 11-13, it was announced Jan. 28 by Harold P. Westman, executive secretary. The program is now being arranged, and assignments of booths for exhibitors are being awarded in order of contracts received.

WFIL adelphia
Only Philadelphia outlet for N. B. C. Basic Blue Network
560 Kilocycles 1000 Watts

Radio Legislation Believed Unlikely

Data Needed on the Ultra-high Bands, Says Comdr. Craven

LITTLE, if any, legislation affecting radio is expected at the current session of Congress because of the welter of emergency matters to be handled and because it is a presidential year, Rep. Sam Rayburn, chairman of the House Interstate & Foreign Commerce Committee, told the American Section of the International Committee on Radio at its annual meeting in Washington Jan. 28. Others who addressed the meeting included Comdr. T. A. M. Craven, FCC chief engineer; Dr. J. H. Dellinger, chief, radio section, Bureau of Standards, and Comdr. E. M. Webster, of the FCC engineering staff.

Mr. Rayburn discussed the activities of his committee relating to communications legislation. At this time, he declared, its work seems to be finished but it is always on the lookout for information. Members of Congress, he asserted, want to be informed on all legislative matters and need the expert advice of those identified with communications.

Comdr. Craven discussed the allocation problems that unquestionably will arise with the opening of the ultra high frequency channels above 23,000 kc. While these channels still are regarded as experimental, he said that sufficient knowledge now is at hand to indicate that there will be congestion in those bands as well as in that portion of the spectrum now in regular use. Heretofore it had been assumed that an unlimited number of channels would be available.

Fever and Ultra Waves

TO PREPARE for international allocations of these bands at the Cairo conference in 1938, Comdr. Craven said it was necessary to accumulate scientific data now to make possible the orderly use of these bands when the experimental status is overcome.

One distressing discovery of recent weeks, Comdr. Craven said, was that the new ultra-high frequency "fever" machines being used by medical scientists cause not only national, but international interference on the ultra-high frequencies. Methods of controlling and regulating them must be evolved, he declared, if interference chaos is to be avoided in the future.

Dr. Dellinger spoke of the International Radio Consulting Committee sessions (CCIR) and brought out that this spring preparations must be made for the next conference to be held in Bucharest in the spring of 1937. On the agenda of that session are such technical items as the selectivity of receivers in relation to broadcast channel separation and related problems. Commander Webster discussed the pending treaty governing safety of life at sea, which would make mandatory the equipping of all vessels in specified classes, with adequate radio apparatus.

All officers of the American Section were reelected by unanimous vote. Senator Wallace H. White Jr. (R. Maine) and a coauthor of the Radio Act of 1927 was renamed president and presided at the meeting. Others reelected were Louis G. Caldwell, vice president; Paul M. Segal, secretary; Howard S. LeRoy, treasurer, and William R. Vallance, State Department solicitor, chairman of the executive tive council, with A. L. Ashby, NBC vice president and general counsel, FCC Commissioner Thad H. Brown, Comdr. Craven, Dr. Dellinger, and F. B. Guthrie, RCA Communications Inc. Washington manager, as members.

The Section authorized Oswald F. Schuette, president of the Short Wave Institute, to be the organization's official observer at the meeting of the International Broadcasting Union to be held in Paris in February.

Welcome Guest

MORE than a quarter million listeners responded to the offer of a calendar containing a picture of Edgar Guest and one of his poems, announced on the Jan. 7 broadcast of the *Welcome Valley* program in which Mr. Guest is featured. The offer was made by the program's sponsor, Household Finance Corp., as a check on the popularity of this dramatic serial, which is broadcast each Tuesday evening over an NBC network. Although the offer was announced only once, more than 252,000 letters had been received by Jan. 28 and they were still coming in.

Zworykin in England

DR. VLADIMIR ZWORYKIN, RCA television research chief at Camden and inventor of the "Iconoscope" or "electric eye", which is to television what the microphone is to sound broadcasting, is en route to London to lecture Feb. 5 before the British Institution of Electrical Engineers. While in England he will also inspect the two television systems which are being installed at Alexandra Palace.

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National Representatives of Radio Stations
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UNITED PRESS
FOR DOMINANT NEWS COVERAGE

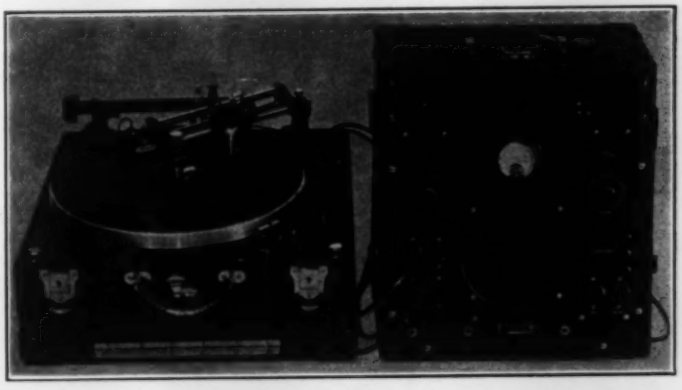
WE DON'T PICK THE Soft Spots!
PRESTO CAN HANDLE THE TOUGHEST JOB IN RECORDING
and handle it right!

RECORDING EQUIPMENT IN ITS MOST CONVENIENT FORM

True fidelity, equipment that records and reproduces high and low frequency notes with ball-like clarity. Portability fits the Presto Instantaneous Recorder into the most difficult assignments. Eliminate expensive installations—reduce your initial equipment cost—let Presto fill the one hundred and one recording and transcription jobs that continuously pop up at the studio. A small investment that quickly amortizes itself.

Briefly, here are a few facts that give you an idea of what the Presto Recorder can do for you!

- INSTANTANEOUS RECORDING.
- IMMEDIATE PLAYBACK, by just flipping a switch.
- PORTABILITY—one man can carry entire equipment.
- HIGH FIDELITY, that will do justice to the finest studio apparatus.
- RELIABILITY—continued past performance in the leading broadcast and transcription laboratories of the world, is sufficient proof of Presto dependability.
- All Presto equipment unconditionally guaranteed. Money immediately refunded if equipment does not meet with your expectations.



EVERYTHING FOR RECORDING, FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

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Call in one of the Presto engineers when contemplating recording equipment. Their years of experience are yours for the asking. Descriptive literature on request.

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PRESTO
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139 West 19th Street, New York, N. Y.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

JANUARY 14 TO JANUARY 30, INCLUSIVE

Decisions . . .

JANUARY 14

WMBC, Detroit—Granted CP change equip.

WNYC, New York—Granted CP aux. trans.

KWTO, Springfield, Mo.—Granted modif. CP extend completion.

WCCM, Mississippi City—Granted modif. CP extend completion.

KLZ, Denver—Granted modif. CP trans. site, antenna, extend completion.

KRNR, Roseburg, Ore.—Granted license for CP 1500 kc 100 w D.

WFIL, Philadelphia—Granted license aux. trans.

WMAZ, Macon, Ga.—Granted license CP new equip.

WIND, Gary, Ind.—Granted license CP change equip., increase to 5 kw D 1 kw N 560 kc.

WABI, Bangor, Me.—Consent transfer control to Frederick B. Simpson.

KSD, St. Louis—License for CP increase to 1 kw N 5 kw D, spec. auth. 1 kw N directional.

KFNF, Shenandoah, Ia.—Granted auth. transfer control to Henry Field.

WCAE, Pittsburgh—Granted auth. transfer control to Pitt Pub Co.

KFPL, Dublin, Tex.—CP extended.

WDOD, Head of Lakes Brdcstg. Co.; WIEF; W8XH; W10XAF—Granted CP's gen. exp.

SPECIAL AUTHORIZATIONS—KFSG, Los Angeles, use KRED transmitter 30 days; WSYR, Syracuse, temp. auth. 100 w. portable 570 kc; KWEA, Shreveport, La., granted extension temp. auth. remain silent to 3-21-36; WCLO, Janesville, Wis., temp. auth. 50 w portable; WILL, Urbana, Ill., temp. auth. Simul.—KFNF spec. hours; WSM, Nashville, temp. auth. withdraw aux. trans.; KWK, St. Louis, temp. auth. field tests; KFKA, Greeley, Col., granted extension temp. auth. temporary antenna.

ORAL ARGUMENT GRANTED—New stations, Utah Radio Educ. Soc., Salt Lake City, Louis H. Callister, Provo, Utah, Paul Q. Callister, Salt Lake City, Great Western Brdcstg. Assn Inc., Logan Utah, and Provo, Utah, Munn Q. Cannon, Logan, Utah, Utah Brdcstg. Co., Salt Lake City, Cache Valley Brdcstg. Service Co., Logan, Utah, 2-13-36; KMA, Shenandoah, Ia., 2-20-36; KGBZ, York, Neb., same; new stations, Big Springs Herald Brdcstg. Co., Big Springs, Tex., Vernon Taylor Anderson, Big Springs, Tex., Plainview Brdcstg. Co., Plainview, Tex., North Texas Brdcstg. Co., Paris, Tex., 2-27-36; KDFN, Casper, Wyo., KGHL, Billings, Mont., KSOO, Sioux Falls, S. D., KXL, Portland, Ore., KEHE, Los Angeles, 2-27-36; new stations, Joplin Brdcstg. Co., Pittsburg, Kan., Pittsburg Pub. Co., Pittsburg, Kan., Wichita Brdcstg. Co., Wichita, Kan., Black Hills Brdcstg. Co., Rapid City, S. D., William S. Thelman, New Castle, Pa.; KID, Idaho Falls, 3-3-36; NEW, Arthur Westlund & Jules Cohn, Santa Rosa, Cal. 3-5-36; NEW, Reporter Brdcstg. Co., and Guilford Brdcstg. Co., Abilene, Tex., 3-12-36; NEW, Roberts-MacNab Co., Jamestown, N. D., 3-12-36; NEW, Chicago Brdcstg. Assn., Chicago, 3-12-36; NEW, Robert E. Cole, d/b Wash. Brdcstg. Co., Washington, Pa., 3-19-36; WADC, Allen T. Simmons, Tallmadge, O., 3-19-36.

SET FOR HEARING—KFDY, Brookings, S. D., modif. license re hours; NEW, Burlington Brdcstg. Co., Burlington, Ia., CP in docket amended to 1310 kc 100 w unltd.; NEW, Herald Pub. Co., Denison, Tex., CP in docket amended to 1200 kc 100 w unltd.; Ogdensburg Advance Co. Inc., Ogdensburg, N. Y., applic. auth. studio in Ogdensburg for CFLC, Prescott, Ont.

APPLICATIONS DENIED:

WMFF, Plattsburg, N. Y.—Auth. 100 w LS to 7:30 p. m. 30 days.

APPLICATIONS DISMISSED:

WMFD, Wilmington, N. C.—Modif. license 1370 kc 100 w spec.

WCBS, Springfield, Ill.—Modif. license 1420 kc 100 w unltd.

NEW, Henry William Turkel, Los Angeles—CP 6040 kc 1 kw unltd.

MISCELLANEOUS—NEW, National Television Corp., New York, remanded to docket for hearing; KVI, Tacoma, granted auth. take depositions.

RATIFICATIONS:

WWRL, Woodside, L. I.—Granted extension temp. auth. spec. hours (1-7).

WIOD-WMBF, Miami—Granted extension temp. auth. temp. antenna etc. (1-7).

WMPC, Lapeer, Mich.—Granted extension test period (1-7).

WOKO, Albany, N. Y.—Granted extension test period (1-6).

KFBK, Sacramento—Granted auth. pick-up station KABF (1-6).

KALB, Alexandria, La.—Denied request spec. hours (1-8); same, (1-9).

Authority to take depositions granted Northern Iowa Brdcstg. Inc., Mason City, Ia.; J. Lourence Martin, Tucumcari, N. M.; Christina M. Jacobson, San Luis Obispo, Cal.; Ohio Valley Brdcstg. Corp.; denied Wichita Falls Brdcstg. Co. applic. take depositions support applic. CP move to Fort Worth.

JANUARY 21

APPLICATIONS GRANTED:

KHQ, Spokane—CP change equip.

WDAS, Philadelphia—CP aux. trans.

KIRO, Seattle—CP move studio, trans., change equip.

WNRI, Newport, R. I.—Modif. CP extend completion.

WREC, Memphis—Same.

WAAF, Chicago—Modif. CP antenna, trans. site.

WBNY, Buffalo—Modif. CP antenna, studio sites.

WPRP, Ponce, P. R.—Modif. CP trans., studio site, change spec. hours, extend completion.

WWSW, Pittsburgh—CP change equip., move trans.

WLW, Cincinnati—Extension exp. auth. 500 kw directional N, using trans. of W8XO.

WFBR, Baltimore—Modif. CP change equip., increase max. carrier power.

KABR, Aberdeen, S. D.—License for CP move trans., new antenna.

KTRH, Houston—License for CP change equip.; auth. antenna input measurement.

KVOR, Colorado Springs—License for CP move trans., change antenna.

WFMD, Frederick, Md.—License for CP new station 900 kc 500 w D.

KOL, Seattle—Auth. antenna input measurement.

KQV, Pittsburgh—Auth. auto. freq. control.

KCRJ, Jerome, Ariz.—Renewal license.

NEW, Westinghouse E. & Mfg. Co., Chicopee Falls, Mass.—CP exp. 500 w.

W9XAA, Chicago—CP move trans. locally.

NEW, Conn. State College, Storrs, Conn.—License for CP gen. exp. 500 w.

W6XB, Phoenix, Ariz.—License for CP gen. exp. 15 w.

W9XID, Muncie, Ind.—License for CP gen. exp. 2 w.

NEW, Tri-State Brdcstg. System Inc., Shreveport, La.—CP, license gen. exp. 100 w.

KABD—Same.

SPECIAL AUTHORIZATIONS—KWK, St. Louis, granted extension temp. auth. field tests; WIS, Columbia, C. C., granted extension temp. auth. 560 kc 1 kw N 5 kw D nondirectional antenna if no interference with WQAM, if so, reduce N power to permit WNOX to operate in accordance with applic.; WHIS, Bluefield, W. Va., granted extension temp. auth. composite trans.; KECA, Los Angeles, granted extension temp. auth. portable trans.; WQAN, Scranton, Pa., granted temp. auth. curtailed hours; WFIL, Philadelphia, granted extension temp. auth. 560 kc 1 kw N.

SET FOR HEARING—NEW, M. M. Oppegard, Grand Forks, N. D.; NEW, Ted R. Woodard, Kingsport, Tenn.; NEW, Marysville - Yuba City Publishers Inc., Marysville, Cal.; NEW, Memphis Commercial Appeal Inc., Mobile, Ala.; NEW, Wilton Harvey Pollard, Huntsville, Ala.; WMFF, Plattsburg, N. Y.; WROK, Rockford, Ill., KMPC, Beverly Hills, Cal.; KFEQ, St. Joseph, Mo.

RATIFICATIONS:

WHBL, Sheboygan, Wis.—Denied change from 1410 to 1300 kc 250 w unltd. (1-17).

WMFS, New York—Granted temp. auth. exp. station (1-16).

KFRC, San Francisco—Granted extension test period (1-9).

KHJ, Los Angeles—Same (1-11).

WTAQ, Green Bay, Wis.—Granted extension equip. test (1-13).

KVOR, Colorado Springs—Granted extension program tests (1-14).

KRLH, Midland, Tex.—Same (1-18).

Utah Radio Educ. Soc.—Granted extension time to file exceptions (1-17).

NEW, Century Brdcstg. Co. Inc., Richmond, Va.—Granted auth. take depositions (1-17).

NEW, C. E. Wilkinson, Mason City, Ia.—Granted petition intervene (1-15).

ORAL ARGUMENTS GRANTED—NEW, Clark Standiford, Visalia, Cal., 3-19; KFRO, Longview, Tex., and KWEA, Shreveport, La., NEW, Fla. West Coast Brdcstg. Co. Inc., Tampa, Fla., 3-26; NEW, W. A. Patterson, Chattanooga, 2-20; NEW, Herbert Lee Blye, Lima, O., 3-26.

MISCELLANEOUS—WDAY, Fargo, N. D., granted postponement oral argument; Edwin A. Kraft, Fairbanks, Alaska, granted order take depositions; Leo J. Omelian, Erie, Pa., removed applic. renewal from hearing docket and granted regular license, applications for facilities of station dismissed.

ACTION ON EXAMINERS' REPORTS:

WBNX, New York—Denied CP new equip., move trans., increase from 250 w to 1 kw, reversing Examiner Bramhall.

WEED, Rocky Mount, N. C.—Denied CP change equip., change from 1420 to 1350 kc, increase from 100 to 250 w, change hours from unltd. D, Sh.-WEHC N, to unltd., sustaining Examiner Bramhall.

NEW, St. Petersburg C. of C., St. Petersburg, Fla.—Denied CP 1310 kc 100 w unltd., sustaining Examiner Bramhall.

KARK, Little Rock, Ark.—Granted CP change equip., move trans. locally, increase from 250 w N 500 w D to 500 w N 1 kw D 890 kc, sustaining Examiner Seward.

JANUARY 28

APPLICATIONS GRANTED:

WOW, Omaha—License for CP change equip., new antenna & site.

WJAR, Providence, R. I.—Modif. CP extend completion.

WBOW, Terre Haute—License for CP change equip., increase to 250 w D.

WBBM, Chicago—Extension exp. auth. synchronize KFAB LS to midnight.

KFAB, Lincoln, Neb.—Same with WBBM.

WBAL, Baltimore—Extension exp. auth. 1060 kc simul. KTHS spec. hours, and synchronize WJZ 760 kc spec. hours directional.

KTHS, Hot Springs, Ark.—Extension exp. auth. simul. WBAL.

WESG, Elmira, N. Y.—Exp. auth. 1 kw LS New Orleans.

WTIC, Hartford—Extension exp. auth. unltd. simul.-KRLD.

KRLD, Dallas—Same with WTIC.

WCAZ, Carthage, Ill.—Modif. license from Sh. D to unltd. D.

KSD, St. Louis—Auth. antenna input measurement.

KGFG, Oklahoma City—Consent transfer control to Hale V. Davis.

WCAU, Philadelphia—Renewal license & auxiliary.

WSL, Chicago—Extension license 90 days.

WCFL, Chicago—Extension license 30 days.

WWVA, Wheeling—Extension license 90 days.

KMMJ, Clay Center, Neb.—Extension license 90 days.

KLPM, Minot, N. D.—Renewal license regular period.

WHO, Des Moines—Extension license 90 days.

WIL, St. Louis—Renewal license.

WJBW, New Orleans—Extension license 30 days.

WJR, Detroit—Extension license 90 days.

WPTF, Raleigh, N. C.—Extension exp. auth. 1 kw spec. hours.

WBRE, Wilkes-Barre, Pa.—Renewal license regular period.

WHB, Kansas City—Same.

WABY, Albany, N. Y.—Same.

WATL, Atlanta—Extension license 60 days.

KIRO, Seattle—Extension exp. auth. 710 kc 500 w unltd.

SPECIAL AUTHORIZATIONS—KFI, Los Angeles, temp. auth. cease aux. trans.; MBC, Kansas City, temp. auth. aux. trans.; WREC, Memphis, extension temp. trans.; KSCJ, Sioux City, Ia., extension temp. auth. LS-8 p. m. during WTAQ repairs; WDBO, Orlando, Fla., extension temp. auth. added 750 w N; WJEJ, Hagerstown, Md., extension exp. auth. 50 w LS-11 p. m. spec. days pending action on applic. modif. license; WJBK, Detroit, temp. auth. test trans.; WJAG, Norfolk, Neb., extension temp. auth. 1060 kc 1 kw ltd.; KWJJ, Portland, Ore., extension temp. auth. 1040 kc ltd.; KGKB, Tyler, Tex., extension temp. auth. spec. hours; WOW, Omaha, extension temp. auth. 5 kw; WIOD-WMBF, Miami, extension temp. auth. temp. antenna, equip. pending repairs; KTHS, Hot Springs, Ark., temp. auth. portable trans.

ACTION ON EXAMINERS' REPORTS:

NEW, George E. Heiges, Sharon, Pa.—Denied CP 1370 kc 100 w N 250 D unltd., sustaining Examiner Walker.

WJAR, Providence, R. I.—Granted modif. CP change equip., move trans., directional, change from 250 w N 500 w LS to 1 kw 890 kc unltd., sustaining Examiner Seward.

MISCELLANEOUS—WWRL, Woodside, N. Y., denied reconsideration of order for hearing on applic. change hours; KGFG, Oklahoma City, granted regular renewal license, applic. dismissed from docket; WSJS, Winston-Salem, N. C., granted petition intervene applic. of C. G. Hill, G. D. Walker, Susan H. Walker for CP new station at Winston-Salem; WWL, New Orleans, extended for 30 days temp. auth. subject to action in WLWL petition; KWKH, Shreveport, La., same.

SET FOR HEARING—NEW, Southwest Brdcstg. Co., Prescott, Ariz.; WHAT, Philadelphia; WHBF, Rock Island, Ill.; KMLB, Monroe, La.; NEW, Ellwood W. Lippincott, Bend, Ore.; NEW, John Perkins Rabb, Lenoir, N. C.; WAAW, Omaha; WHB, Kansas City; NEW, Voice of Marshall, Marshall, Tenn.; NEW, Earle Yates, Las Cruces, N. M.

APPLICATIONS DENIED:

KOOS, Coosbay, Ore.—Request auth. 1390 kc 250 w D present antenna.

WGST, Atlanta—Auth. 1 kw unltd. 30 days present antenna.

RATIFICATIONS:

WKFB, Detroit—Granted auth. tests exp. (1-23).

WCBD, Waukegan, Ill.—Granted extension temp. auth. Zion studio as main studio pending applic. move to Chicago (1-23).

WDN-WKP, Rocky Point, N. Y.—Granted temp. auth. pt. to pt. (1-23).

WTMJ, Milwaukee—Granted temp. auth. special antenna pending repairs.

Plain Talk Magazine Inc., Washington—Set for hearing applic. transmit program from KEAW.

KGGC, San Francisco—Granted continuance (1-21).

KVOS, Bellingham, Wash.—Granted petition extension time (1-22).

Examiners' Reports . . .

WSPD, Toledo—Examiner Seward recommended (I-179) that applic. increase from 2½ to 5 kw D be granted.

WFEA, Manchester, N. H.—Examiner Seward recommended (I-180) that applic. for renewal be granted if new antenna and ground system, now being constructed, be placed in operation and field intensity measurements be made; that applic. be granted -unconditionally if WFEA lays down signal less than 50 microvolts per meter in Toledo area.

WJBC, Bloomington, Ill.—Examiner Bramhall recommended (I-181) that applic. increase to 250 w D be granted.

KADA, Ada, Okla.—Examiner Seward recommended (I-182) that applic. increase from D to unltd. be granted.

WFBM, Indianapolis; WHBU, Anderson, Ind.; Examiner Walker recommended (I-183) that applic. WFBM increase to 5 kw D be granted; that applic. WHBU to increase to 250 w D be granted.

NEW, W. H. Kindig, Hollywood; KFAC, Los Angeles—Examiner Hill recommended (I-184) that applic. W. H. Kindig CP 1300 kc 1 kw Sh.-KFAC be granted; that applic. KFAC for renewal be granted on half-time basis, sharing with W. H. Kindig.

NEW, Mid-Central Brdcstg. Co., Kansas City; KWKC, Kansas City—Examiner Hyde recommended (I-185) that applic. Mid-Central Brdcstg. Co. for CP 1370 kc 100 w unltd., asks facilities of KWKC, be denied; that applic. KWKC renewal license be set for further hearing on question of alleged effort to transfer license or rights without Commission consent.

NEW, Advertiser Pub. Co. Ltd., Honolulu—Examiner Walker recommended (I-186) that applic. CP experimental relay be denied.

WCAO, Baltimore; WICC, Bridgeport, Conn.; WIP, Philadelphia—Examiner Dalberg recommended (I-187) that applic. WCAO for 1 kw unltd. be denied; that applic. WICC for 1 kw unltd. be denied; that applic. WIP for 1 kw unltd. be denied.

Applications . . .

JANUARY 14

NEW, Brockway Co., Watertown, N. Y. —CP 1270 kc 250 w D Rule 6g.

WOL, Washington—CP change from 1210 to 1230 kc, increase from 100 w to 1 kw, move trans. and studio locally.

WJAR, Providence, R. I.—Modif. CP change equip., move trans., to extend completion.

WMFR, High Point, N. C.—License for CP as modif. 1200 kc 100 w D.

JANUARY 15

WBEN, Buffalo—Modif. CP change equip., increase from 1 to 5 kw D, move transmitter, further asking approval trans. site near Martinsville, N. Y.

WHDL, Olean, N. Y.—CP new equip., change from 1420 to 1260 kc, 100 to 250 w move trans. to Allegany, N. Y., amended to 1400 kc.

NEW, NBC—Licenses for gen. exp. 5 kw.

W2XJH, General Electric Co.—License for CP gen. exp.

KPRC, Houston—License for CP change equip., increase power, move trans.

KMLB, Monroe, La.—License for CP change equip.

WIL, St. Louis—License for CP change equip.

JANUARY 16

NEW, United States Brdcstg. Co., Washington—CP 1310 kc 100 w unltd., contingent grant WOL applic. new freq. and power.

WREC, Memphis—Extension exp. auth. 1 kw n 2½ kw D.

WMT, Des Moines—License for exp. auth. 1 kw N 2½ kw D.

NEW, WISE Brdcstg. Co., St. Paul—CP 630 kc 250 w unltd., facilities KGDE, amended to change name from Emmons L. Abeles & Robert J. Dean to WISE Brdcstg. Co.

KFBK, Sacramento—License for CP as modif. move trans, change equip., freq., power.

APPLICATIONS RETURNED—NEW, Allen T. Simmons, Tallmadge, O., CP gen. exp.; NEW, Look Brdcstg. Corp., Chattanooga, CP 1420 kc 100 w D; NEW, WDAY Inc., CP gen. exp. portable; KOOS, Marshfield, Ore., CP change equip., move trans. locally.

JANUARY 18

NEW, Harold F. Gross, Lansing, Mich. —CP gen. exp. 100 w.

NEW, Lookout Brdcstg. Corp., Chattanooga—CP 1420 kc 100 w D.

NEW, Jonas Weiland, Kinston, N. C.—CP 1210 kc 100 w 250 w D unltd.

NEW, Dorrance D. Roderick, El Paso—CP 1500 kc 100 w unltd.

WIS, Columbia, S. C.—Modif. CP move trans., change freq., etc., to extend completion.

KVOL, Lafayette, Ind.—Vol. assignment license to Evangeline Brdcstg. Co. Inc.

NEW, R. C. Goshorn, Lester E. Cox, d/b Capitol Brdcstg. Co., Jefferson City, Mo.—CP 920 kc 500 w D rule 6g.

W. E. Day, Creston, Ia.—CP 1500 kc 100 w unltd.

WHBL, Sheboygan, Wis.—CP new trans., antenna, move trans. locally.

KGVO, Missoula, Mont.—License for CP as modif. new equip., change freq., increase power, move trans.

KDYL, Salt Lake City—CP amended to omit request for increase 1 to 5 kw N.

W7XBD, Portland, Ore.—Modif. CP extend completion.

APPLICATIONS RETURNED—WMBR, Jacksonville, Fla., license for CP change equip., increase power, move trans.

JANUARY 20

KGMB, Honolulu — License for CP as modif. trans., studio, new equip., increase power.

WSYR, Syracuse—License for CP new equip.

WEST, Easton, Pa. — Modif. CP move trans., studio, change antenna, requesting change hours from Sh.—WKBO to unltd. D, Sh.—WKBO N, extend completion.

KPRC, Houston — Auth. antenna measurement.

NEW, Tribune Co., Tampa, Fla.—CP 550 kc 1 kw N 5 kw D unltd.

WJAX, Jacksonville, Fla. — Modif. license from 1 kw N 5 kw D to 5 kw D & N.

KUJ, Walla Walla, Wash. — CP change from 1370 to 1250 kc, new equip., move trans., amended from 1 kw to 250 w.

KIEV, Glendale, Cal. — License for CP as modif. new equip., increase power.

KOMO, Seattle—Modif. CP new equip., increase D power, move trans. to extend completion.

NEW, Lyman Peters Corp., Pasadena, Cal.—CP 1160 kc 250 w D.

APPLICATIONS RETURNED — NEW, J. R. Maddox, J. E. Richards, d/b Tuscaloosa Brdcstg. Co., Tuscaloosa, Ala., CP 1370 kc 100 w D; KDON, Richard Field Lewis, Del Monte, Cal., vol. assign. CP to Monterey Peninsula Brdcstg. Co.

JANUARY 25

NEW, E. Anthony & Sons Inc., Pawtucket, R. I.—CP 1200 kc 100 w 250 w D unltd., facilities WNRI.

NEW, Auburn Pub. Co., Auburn, N. Y. —CP 1420 kc 100 w unltd.

NEW, Northern Corp., Chelsea, Mass.—CP gen. exp. 100 w.

NEW, Hershel Talbot Walton, East Liverpool, O.—CP 1420 kc 100 w unltd.

NEW, Constitution Pub. Co., Atlanta—CP 590 kc 1 kw unltd.

NEW, Theodore E. Johnson, Houston—CP 1210 kc 100 w unltd.

WMBR, Jacksonville, Fla.—License for CP change equip., increase power, move trans.

NEW, Frank M. Dunham, Fort Dodge, Ia.—CP 1500 kc unltd., amended to 1210 kc 100 w.

KRNT, Des Moines—CP increase from 500 w 1 kw D to 1 kw 5 kw D directional, new equip.

KIRO, Seattle — Extension exp. auth. 710 kc 500 w unltd.

KWSC, Pullman, Wash. — CP change equip., increase to 5 kw D.

APPLICATION RETURNED — KIEV, Los Angeles, modif. CP change equip., increase power, move trans., asking extension time (unnecessary).

JANUARY 27

NEW, Niagara Falls Gazette Pub Co., Niagara Falls, N. Y.—CP 630 kc 250 w D.

WIP, Philadelphia—Extension exp. auth. 1 kw.

WGBI, Scranton, Pa.—Extension exp. auth. 250 w added.

NEW, Isadore Goldwasser, Tuscaloosa, Ala.—CP 1370 kc 100 w unltd.

KNET, Palestine, Tex.—License for CP as modif. new station 1420 kc 100 w D.

WMFJ, Daytona Beach, Fla.—CP new trans., vertical antenna.

KRLH, Midland, Tex.—License for CP as modif. new station 1420 kc 100 w D.

WCBD, Waukegan, Ill.—Auth. transfer control to L. E. Moulds, W. F. Moss, Gene T. Dyer, E. M. Ringwald 100 shares com. stock.

NEW, Stanley Reid, Charles Withnell Boegel Jr., Cedar Rapids, Ia.—CP 1310 kc 100 w unltd.

KSCJ, Sioux City, Ia.—CP change equip., amended re antenna site, increase to 1 kw 5 kw D Simul.-WTAQ, amended to omit request more power, change equip.

NEW, Telegraph Herald, Dubuque, Ia.—CP 1340 kc. 500 w D.

KOOS, Marshfield, Ore.—Modif. license to Pacific Radio Corp.; CP change equip., move trans. locally.

APPLICATIONS RETURNED — NEW, Robert Panka, Cleveland; New, Voice of Corsicana, Corsicana, Tex.; NEW, Charles T. Copeland Jr., Troy, Ala.; NEW, J. W. Plame, Huntington Park, Cal.; NEW, R. E. Skeen, Bill S. Skeen, Billings, Mont.; NEW, James E. Hardy, L. D. Marr, Pasadena, Cal.; WKBO, Harrisburg, Pa.; NEW, Valley Brdcstg. Co., Cleveland; WMFN, Clarksdale, Miss.; NEW, Athens Times Inc., Athens, Ga.; NEW, W. A. Reed, Waterloo, Ia.; NEW, F. A. Holmes, F. A. Haffa, Waterloo, Ia.; NEW, Fairbanks Brdcstg. Co., Fairbanks, Alaska; W6XW, Berkeley, Cal.

JANUARY 30

NEW, North Jersey Brdcstg. Co. Inc., Paterson, N. J.—CP 620 kc 250 w D.

WCAC, Baltimore — Modif. CP change equip., antenna.

WDBO, Orlando, Fla.—Extension CP 750 w added.

WFAM, South Bend, Ind. — Modif. license from Sh.-WWAE to unltd. LS, Sh.-WWAE N.

KRE, Berkeley, Cal. — Vol. assign. license to Central Cal. Brdcstrs. Inc.

KIRO, Seattle — Modif. exp. auth. 710 kc untld. from 500 w to 1 kw.

NEW, Foreign Lands Corp., Honolulu—CP 600 kc 1 kw unltd., amended re trans. site.

NEW, Don Lee Brdcstg. System — CP gen. exp. portable 100 w.

APPLICATIONS RETURNED — KBIX, Muskogee, Okla.; NEW, Pasadena Brdcstg. Co., Los Angeles; WCFL, Chicago; KORE, Eugene, Ore.

New Los Angeles Station With Half KFAC's Time Is Favored by Examiner

ASSIGNMENT of half-time facilities on the 1300 kc. channel now used by KFAC, Los Angeles, to W. H. Kindig, Los Angeles politician and a protagonist of the Sinclair Epic plan, was recommended to the FCC Jan. 20 by Examiner George H. Hill. The recommendation caused much surprise in the radio fraternity because of the unusual disclosures in the report relating to qualifications of a financial and public service nature.

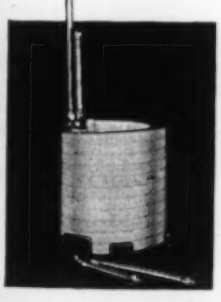
Kindig, city councilman of Los Angeles, is a real estate operator, the report said, with net assets of $62,000, including cash on hand of $1,376. He receives a $400 per month salary. The purpose of the Kindig application for 1000 watts half-time on the KFAC channel, was to "correct radio conditions existing in Los Angeles, as result of which conditions the right of freedom of speech as guaranteed by the constitution is being nullified by station censorship, exorbitant rates, cancellation clauses in station contracts for the sale of time, and by dictation of radio station policies by large advertisers."

Kindig, Examiner Hill said, proposed to remedy these abuses by guaranteeing freedom of speech with no censorship. His policy would be not to make any advance inquiries into the nature of programs, on the ground that he "could not be the judge of whether anything said over the proposed station were false, libelous or defamatory."

No fault was found with the KFAC operation in the report. Despite this Examiner Hill recommended it be cut to half-time on the ground that granting of the Kindig application would "tend to distribute the radio broadcast facilities and make possible the rendering of a different type of service than is now being broadcast in the Los Angeles area." KFAC is controlled by E. L. Cord, Auburn automobile manufacturer, and a leading figure in aviation.

FRANK FOSTER has been appointed publicity director of WINS, New York, taking over the position left vacant by the resignation of Fred Hinkle. Mr. Foster will continue to handle sales promotion and merchandising.

PORCELAIN WATER COILS



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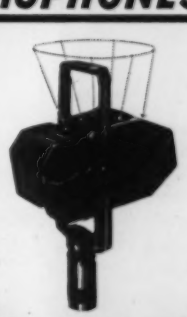

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OTHER FELLOWS' VIEWPOINT

Storm Over Atlanta

To the Editor of BROADCASTING:

In your item [Jan. 15] covering the phenomenal sleet visitation, which recently demoralized Atlanta generally and shut WSB down for nearly two days, you mention that Harry Stone complied with our request to broadcast news of our predicament through WSM. While Harry was good enough to do this, and we are properly grateful, 14 other of America's leading stations were kind enough to accord us the same assistance.

As omission of the latter fact from your story might lead our friends to think we are unappreciative, hope you may find room for publication of this acknowledgment of a wonderful instance of fellowship between stations.

LAMBDIN KAY,
Jan. 17, 1936 WSB, Atlanta, Ga.

Vapex Using Spots

E. FOUGERA & Co., New York (Vapex) is using one-minute RCA-Victor transcription announcements in the East and on the West Coast, scheduled for 10 weeks. Stations being utilized are: WOR, KFI, KOMO, KGO. Small, Kleppner & Seiffer Inc., New York, is the agency.

WANTED
Experienced Local Radio Salesman

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State experience, past sales record and age. Liberal salary and commission

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Write—
Richard Westergaard
Commercial Manager,
WNOX
KNOXVILLE, TENN.
CBS Affiliate

CROWN OVERALL Co., Cincinnati, has inaugurated a quarter-hour program of the hill-billy variety over MBS at 7:45 p. m. Mondays. H. W. Kastor & Sons Adv. Co. Inc., Chicago, has the account.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

WMFR, High Point, N. C., has vacancy for solicitor with good record. New RCA station equipment. Excellent territory.

Wanted: Experienced radio sales representative for live 5000 watt station in Minneapolis. Write giving details of experience, references, etc., to WDGY, 900 West Broadway, Minneapolis, Minn.

Situations Wanted

Technical director — consulting engineer, wants position as chief engineer of a station that demands only finest engineering — up to FCC recommendations at all times. Have eight years' broadcast experience from 100 to 25,000 watts, in East, South and Middle West. Can solve technical difficulties personally—eliminating "outside engineer" expense. Married, reliable, temperate, executive ability. Thorough background includes field strength surveys, design construction, repair, short wave, recording, television, corrections for high fidelity, etc. Reasonable. Box 428, BROADCASTING.

Station, Program, or Production Executive with nine years experience from all angles in the field of radio, including production and announcing on some of the largest and most important network productions. College graduate, married, good habits and best of references. Now employed. Box 425, BROADCASTING.

Man 27, College Education, first class telephone and telegraph license, ten years steamship, telephone company and broadcast experience. Last employed transmitter operator, also control engineer 50,000 watt NBC key station. Desires position anywhere. Box 436, BROADCASTING.

Program and Musical Director, continuity writer, orchestra leader, announcer. Employed now as Master of Ceremonies. 8 years experience. College education. Box 441, BROADCASTING.

Attention Station Managers: Broadcast engineer desires position with progressive organization; proven record; available immediately. Box 438, BROADCASTING.

Newspaperman, 14 years experience, desires station connection—news editor, commentator, or both. Young, married, reliable. Box 439, BROADCASTING.

Ex-WENR transmitter engineer desires position with reliable radio or broadcast station. Reliable. Efficient. Box 437, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Music — Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

For Sale—Equipment

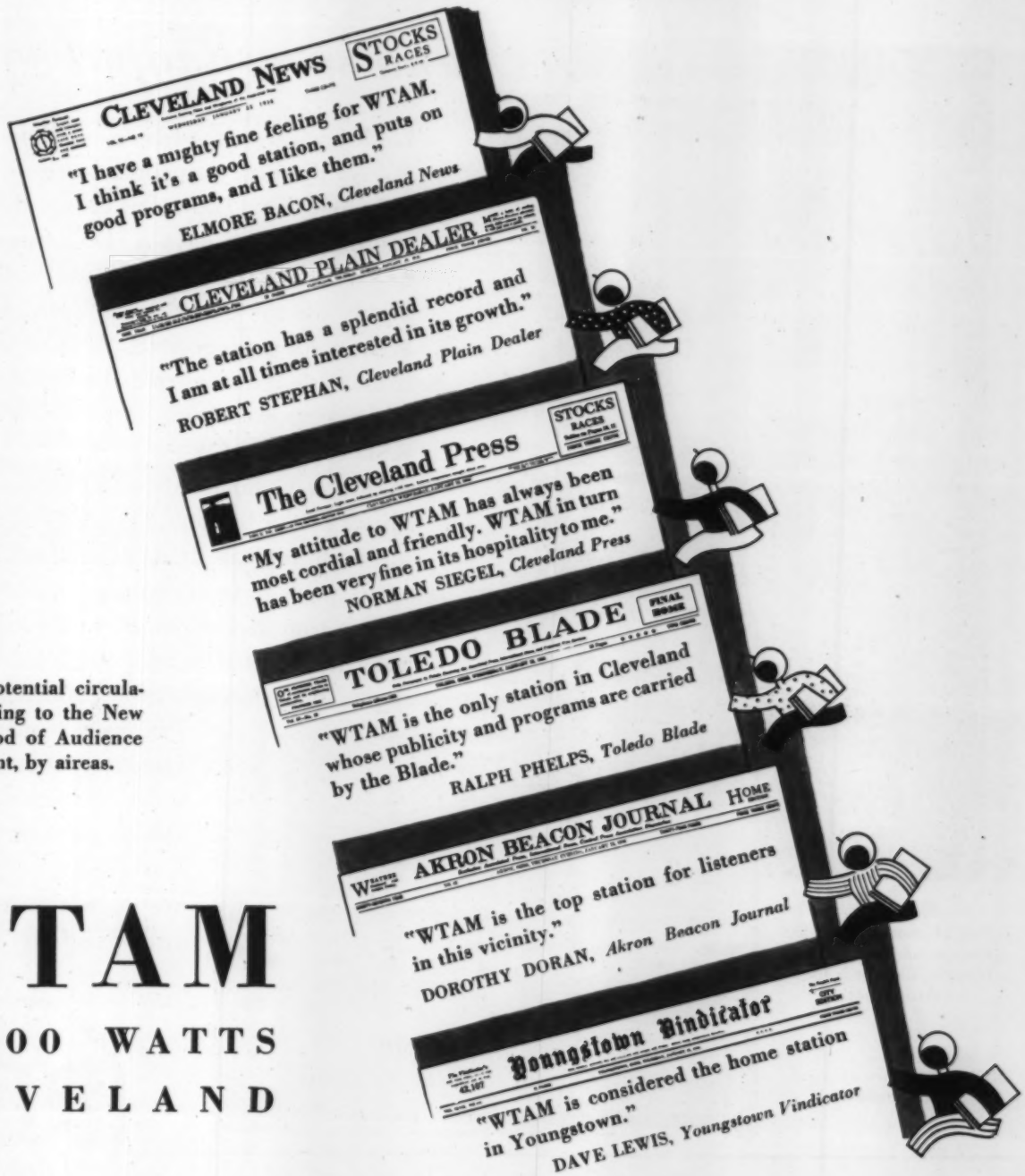
One RCA 21-A field strength set. Newly overhauled and calibrated by the factory. Box 420, BROADCASTING.

One Western Electric 1KW Transmitter, complete with spare tubes and parts, including thermostatic Crystal Control panel and generators. Box 405, BROADCASTING.

Wanted To Buy—Station

Wish to purchase part or whole interest in station now in operation. Box 440, BROADCASTING.

The Press speaks for the 1,017,600 WTAM radio families* throughout the Great Northern Ohio Market: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RACES
"I have a mighty fine feeling for WTAM. I think it's a good station, and puts on good programs, and I like them."
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CLEVELAND PLAIN DEALER
"The station has a splendid record and I am at all times interested in its growth."
ROBERT STEPHAN, Cleveland Plain Dealer
The Cleveland Press
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"My attitude to WTAM has always been most cordial and friendly. WTAM in turn has been very fine in its hospitality to me."
NORMAN SIEGEL, Cleveland Press
TOLEDO BLADE
FINAL
"WTAM is the only station in Cleveland whose publicity and programs are carried by the Blade."
RALPH PHELPS, Toledo Blade
AKRON BEACON JOURNAL
HOME
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DOROTHY DORAN, Akron Beacon Journal
Youngstown Vindicator
"WTAM is considered the home station in Youngstown."
DAVE LEWIS, Youngstown Vindicator

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WTAM

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WTAM is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WGY,** Schenectady • **WBZ-WBZA,** Boston and Springfield • **KDKA,** Pittsburgh • **WRC, WMAL,** Washington, D. C. • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KPO, KGO,** San Francisco

NBC Thesaurus Recorded Program Information Available At All These Stations